

Paramount
SERVICE

VOL. 7 SAT. JUNE 7, 1936

ADOLPH ZUKOR presents
GLORIA SWANSON
in
"ZAZA"

an ALLAN DWAN production
From the play by
Pierre Berton & Charles Sumor
Scenario by Albert Shelby LeVine
A Paramount Picture

THOMAS LASKY FILM SERVICE INC.



The Biggest Attraction
In the Annals of The
Business.

Supported by the big-
gest range of adver-
tising material yet
devised.

A cast-iron certainty in
the hands of any pro-
gressive exhibitor.

*Only
3 more
months*

SEPTEMBER
1
MONDAY

A Paramount Production

Presented by Adolph
Zukor and Jesse L. Lasky



JUNE 7, 1934

Paramount
Service

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THIS WEEK'S TRADE SHOWS



LONDON. Shaftesbury Pavilion, at 11 a.m.	Tue., June 10	DOUGLAS FAIRBANKS, JR. in "STEPHEN STEPS OUT."
London Pavilion, at 11 a.m.	Fri., June 13	GLORIA SWANSON in "ZAZA."
GLASGOW. Scala Theatre, at 11 a.m.	Wed., June 11	A JAMES CRUZE PRODUCTION, "TO THE LADIES."
LEEDS. Cinema Ex., 10.30 a.m.	Tue., June 10	DOUGLAS FAIRBANKS, JR. in "STEPHEN STEPS OUT."
Majestic Theatre, 11 a.m.	Fri., June 13	GLORIA SWANSON in "ZAZA."
SHEFFIELD. Cinema House, Fargate, at 11 a.m.	Wed., June 11	DOUGLAS FAIRBANKS, JR., in "STEPHEN STEPS OUT."
The Albert Hall, 11 a.m.	Fri., June 13	GLORIA SWANSON in "ZAZA."
MANCHESTER. Theatre Royal, at 11 a.m.	Tue., June 10	DOUGLAS FAIRBANKS, JR. in "STEPHEN STEPS OUT."
CARDIFF. Capitol, 11.15 a.m.	Wed., June 11	POLA NEGRI in a Herbert Brenon Production "THE SPANISH DANCER."
Imperial, at 11.15 a.m.	Fri., June 13	A JAMES CRUZE PRODUCTION, "TO THE LADIES."
NEWCASTLE. New Pavilion Theat., 11 a.m.	Wed., June 11	POLA NEGRI in a Herbert Brenon Production "THE SPANISH DANCER."
New Pavilion Theatre, 11 a.m.	Fri., June 13	A JAMES CRUZE PRODUCTION, "TO THE LADIES."
LIVERPOOL. Scala Theatre, at 11 a.m.	Fri., June 13	DOUGLAS FAIRBANKS, JR., in "STEPHEN STEPS OUT."
BIRMINGHAM. Futurist Theatre, at 11 a.m.	Fri., June 13	DOUGLAS FAIRBANKS, JR., in "STEPHEN STEPS OUT."
NOTTINGHAM. Elite Theatre, at 11 a.m.	Tue., June 10	A JAMES CRUZE PRODUCTION, "TO THE LADIES."

NEXT WEEK'S TRADE SHOWS

LONDON. Shaftesbury Pavilion, at 11 a.m.	Tue., June 17	WILLIAM S. HART in "WILD BILL HICKOK."
GLASGOW. New Savoy, at 11 a.m.	Wed., June 18	DOUGLAS FAIRBANKS, JR., in "STEPHEN STEPS OUT."
New Savoy, at 11 a.m.	Fri., June 20	GLORIA SWANSON in "ZAZA."
LEEDS. Cinema Exchange, 10.30 a.m.	Tue., June 17	WILLIAM S. HART in "WILD BILL HICKOK."
SHEFFIELD. Cinema House, Fargate, at 11 a.m.	Wed., June 18	WILLIAM S. HART in "WILD BILL HICKOK."
MANCHESTER. Theatre Royal, at 11 a.m.	Tue., June 17	WILLIAM S. HART in "WILD BILL HICKOK."
Theatre Royal, 11 a.m.	Thur., June 19	GLORIA SWANSON in "ZAZA."
CARDIFF. Imperial Cinema, 11.15 a.m.	Fri., June 20	DOUGLAS FAIRBANKS, JR., in "STEPHEN STEPS OUT."
NEWCASTLE. New Pavilion Theatre, at 11 a.m.	Fri., June 20	DOUGLAS FAIRBANKS, JR., in "STEPHEN STEPS OUT."
LIVERPOOL. Scala Theatre, at 11 a.m.	Tue., June 17	GLORIA SWANSON in "ZAZA."
Scala Theatre, at 11 a.m.	Fri., June 20	WILLIAM S. HART in "WILD BILL HICKOK."
BIRMINGHAM. Scala Theatre, at 11 a.m.	Tue., June 17	GLORIA SWANSON in "ZAZA."
Futurist Theatre, at 11 a.m.	Fri., June 20	WILLIAM S. HART in "WILD BILL HICKOK."
NOTTINGHAM. Elite Picture Theatre, at 11 a.m.	Tue., June 17	DOUGLAS FAIRBANKS, JR., in "STEPHEN STEPS OUT."
Scala Theatre, at 11 a.m.	Fri., June 20	GLORIA SWANSON in "ZAZA."



Scenes from
"ZAZA"

FAMOUS-LASKY FILM SERVICE LTD.
LONDON



JUNE 7, 1924

Paramount
Service

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ADOLPH ZUKOR PRESENTS

GLORIA SWANSON

IN

ZAZA

AN ALLAN DWAN PRODUCTION

FROM THE WEST END SUCCESS BY PIERRE BERTON AND CHARLES
SIMON. SCREEN PLAY BY ALBERT SHELBY LEVINO.

A PARAMOUNT PICTURE.

RELEASED: OCT. 27TH, 1924

THE CAST.

Zaza Gloria Swanson
 Bernard Dufresne H. B. Warner
 Duc de Brissac Ferdinand Gottschalk
 Aunt Rosa Lucille La Verne
 Florianne Mary Thurman
 Zaza's Maid Yvonne Hughes
 Rigault Riley Hatch
 Stage Manager Roger Lytton
 Apache Ivan Linow

THE STORY.

ZAZA is the star performer at the Odéon, a café-chantant in a suburb of Paris. She is wooed by the Duc de Brissac, who showers costly gifts upon her, much to the delight of her bibulous aunt, who acts as her chaperon.

One evening an apache picks up the shoe which Zaza kicks among the audience from her swing in her popular act, and attempts to claim a kiss from her. Zaza, unable to repel his advances, becomes frightened. Dufresne, a diplomatist whom Zaza has frequently seen watching her, but whom has never spoken to, comes to her aid, and knocks the man down. Zaza grateful to her rescuer and strangely attracted by him, ignores the Duke and talks to Dufresne, greatly to Aunt Rosa's annoyance. Florianne, a soubrette at the café, is furiously jealous, for she thought Dufresne came to see her. Dufresne, on the other hand, realising that he is in danger of falling in love with Zaza, keeps away from the Odéon and prepares to return to Paris. Zaza is disappointed, and asks Rigault, her manager, to bring the young man back. Dufresne consents to pay a farewell visit to the café, and sends flowers to Zaza. Florianne sees them and, mad with jealousy, cuts the rope of Zaza's swing. The rope breaks just as Zaza has swung out over the audience; she is thrown heavily and badly injured. Dufresne is the first to reach her, and as he holds her in his arms they realise their mutual love. As soon as it is safe to remove Zaza from the hospital, Dufresne takes a cottage in the country for her, and they are ideally happy until Zaza is well again. Then Dufresne is summoned to Paris, where he is offered a diplomatic post in Washington. Florianne, who is in Paris with Rigault, sees Dufresne leaving his house with a woman, and learns from the butler that

it is his wife. She and Rigault go to the cottage, and Florianne tells Zaza that her lover is married. Zaza furiously attacks Florianne, saying that she is telling lies. Rigault separates the fighting women, and confirms Florianne's story.

Zaza goes to Dufresne's address in Paris, intending to confront her rival. But she sees her lover's little daughter, decides on a great renunciation, and leaves without seeing Madame Dufresne. At a party given by de Brissac in her honour, she is reconciled with Florianne, and tells Dufresne that she is going to marry the Duke. Dufresne, broken-hearted, sails for America with his wife and child.

Zaza does not marry the Duke; instead, she works hard, and becomes a famous actress—as famous for her goodness and kind heart as for her acting—and Florianne is her greatest friend. When Dufresne returns from America, a widower, Florianne arranges a meeting between the long-parted lovers, and Dufresne asks the woman who has always been faithful to his memory to be his wife.

Are You
using
our
Trailers?



Scenes from
**"STEPHEN
STEPS
OUT"**





JUNE 7, 1924

Paramount
Service
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WILLIAM ELLIOTT AND JESSE L. LASKY PRESENT

**DOUGLAS FAIRBANKS,
JUNIOR
IN
STEPHEN STEPS OUT
WITH
THEODORE ROBERTS**

SUPPORTED BY

NOAH BEERY, HARRY MYERS, AND FRANK CURRIER

FROM THE STORY "THE GRAND CROSS OF THE CRESCENT" BY RICHARD
HARDING DAVIS. WRITTEN FOR THE SCREEN BY EDFRID BINGHAM

DIRECTED BY JOSEPH HENABERY

A PARAMOUNT PICTURE.

RELEASED: OCT. 20TH, 1924

THE CAST.

Stephen Harlow, Jr. Douglas Fairbanks, Jr.
Stephen Harlow Theodore Roberts
Muley Pasha Noah Beery
George Stetson Harry Myers
Dr. Black Frank Currier
Prof. Gilman James O. Barrows
Mrs. Gilman Fannie Midgley
H. Anthony Smythe Bertram Johns
Sultan Fred Warren
Sultan's Son Pat Moore
Secretary Jack Herbert
Hotel Proprietor Frank Nelson

THE STORY.

STEPHEN HARLOW, JR., a fine, high-spirited boy, quick to learn, but with the average boy's distaste for study, is a senior in the Stillwater Prep. School for Boys, which was endowed by his father, head of a big packing company.

Dr. Black, President of the School, a toady who aims always to keep in the good graces of Harlow Sr., has seen to it that Stephen has managed to slip through all examinations. When the June examinations arrive, Stephen fails as usual, but all except one of his instructors give him the passing "fifty." Old Dr. Gilman, Professor of Ancient and Modern History, conscientiously marks "five" on Stephen's paper in Turkish history, lowering his average below the limit required for graduation.

But there is a reaction when Harlow Sr. arrives. He first gives Black a terrific dressing-down, and then turns to his son and heir. "Probably your fault—you won't study, eh?" He engages H. Anthony Smythe, a private tutor, and sends Stephen to Constantinople "to study Turkish history on the spot until you can recite it backward." The boy had counted on a summer in the Maine woods.

Stephen hears of Black's dismissal of Gilman after his arrival in Turkey. He keeps the cables hot with wires of the outrage to his father. Stephen makes a friend of George Stetson, ex-newspaper reporter and Press agent. Stetson promises to help Stephen obtain for Dr. Gilman a decoration from the Sultan known as the Star of the Order of the Crescent.

Stetson introduces Stephen to Muley Pasha, one of a band of conspirators who hold the Sultan's son a captive. Attempting to put pressure on Muley, who took his money and promised the Order, Stephen is also apprehended and confined to a cell, next to that of Prince Yussuf. Through a clever ruse Stephen, employing a series of football tactics, manages to make his escape, working his way into the Council Chambers of the Sultan, where he manages to make himself understood. The Prince is rescued, and the Sultan promises Stephen the Grand Cross of the Crescent for Dr. Gilman.

In America, through Stetson, eight hundred newspapers are printing daily encomiums of Dr. Gilman. Harlow Sr. reads the notices, tears down to Stillwater, and furiously orders Black to get Gilman back or quit. Gilman gladly accepts reinstatement.

Stephen again fails in his history exam. But meantime Harlow has cornered Stetson, and forced from him the story of Stephen's doings in Constantinople. Harlow is delighted, but shows a hard face to Stephen when the boy comes to announce that he has failed again. Harlow points to Dr. Gilman and the decoration gleaming on his worn frock-coat. "How did you do it?" asks Harlow. Stephen pretends to be puzzled, and fully expects to be sent back to Turkey. But Harlow chuckles, "I'll have to hand it to you!" and he proudly takes Stephen's arm in his own.

**GOOD
PICTORIALS
PAY
300 %**



THE NE'ER DO WELL

The Ne'er do Well

REX BEACH

A robust, inspiring and thrilling story by the famous author of "The Auction Block," "The Net," "The Barrier," "The Iron Trail," "The Spoilers," "The Silver Horde" etc.



The film of Rex Beach's great story
A Paramount Picture
FEATURING
THOMAS MEIGHAN
can be seen at all the leading cinemas



The Ne'er Do Well

HAVE YOU TIED UP ON THIS BOOK?

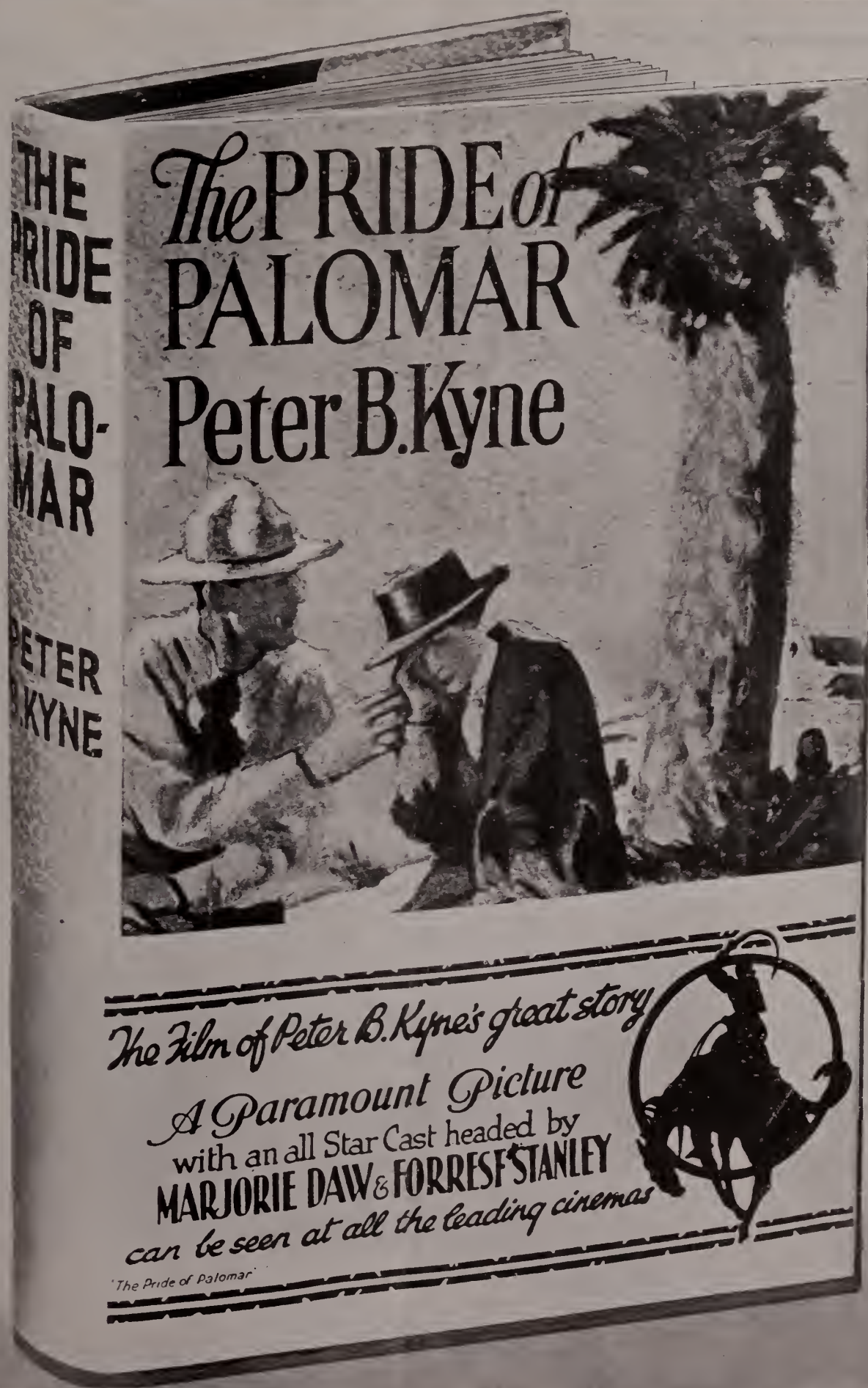
Mr. Austin of Messrs. Hodder & Stoughton, Ltd., St. Paul's House, Warwick Square, E.C., will accord ready co-operation.



JUNE 7, 1924

Paramount
Service

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HAVE YOU TIED UP ON THIS BOOK ?

Mr. Austin of Messrs. Hodder & Stoughton, Ltd., St. Paul's House, Warwick Square, E.C., will accord ready co-operation.



HOW TO EXPLOIT GLORIA SWANSON IN THE SHULAMITE

DIRECTED BY SAM WOOD. SCENARIO BY J. E. NASH
ADAPTED FROM THE NOTED NOVEL BY ALICE AND CLAUDE ASKEW
AND THE PLAY BY CLAUDE ASKEW AND EDWARD KNOBLOCK
A PARAMOUNT PICTURE.
LENGTH: 5,695 FEET. RELEASED: JULY 7TH, 1924



SLIDE.

THE CAST.

Deborah Krillet Gloria Swanson
Robert Waring Mahlon Hamilton
Simeon Krillet Russell Simpson
Tant Anna Vanderberg Lilian Leighton
Jan Vanderberg Lincoln Steadman
Memke Thena Jasper

THE STORY.

DEBORAH is the beautiful young wife of old Simeon Krillet, Boer farmer and religious fanatic. When Robert Waring, a young Englishman comes to Krillet's farm as overseer, he sympathises with Deborah, who responds to the first real kindness she has ever experienced. He lends her "Romeo and Juliet," and Simeon threatens to beat her for reading such an "ungodly" book. Deborah, terrified, tells her husband she hopes to become a mother, for she knows his dearest wish is to be the father of a son. Simeon is delighted, and showers kindnesses on Deborah, who tells Robert that her statement was a lie.

One day Robert drives into the town instead of Simeon. Towards evening a terrific storm comes on. Simeon, fearing the effect of the storm on Deborah, goes to Robert's room to get a book for her. He picks up Robert's diary, in which the Englishman has written about his love for Deborah, whom he compares with the Shulamite in "The Song of Songs," and about the lie she has told her husband. Simeon wrings a confession of the truth from Deborah, then tells her to put on her wedding dress, for he means to kill her. Memke, the Kaffir servant, rushes out, meets Robert returning on horseback, for the wagon has been struck by lightning, and tells him of the impending tragedy. Robert gallops to the farm and tries to protect Deborah. The men fight, and Robert kills Simeon in self-defence. He carries the body to the place where he left the disabled wagon, and everyone thinks Simeon was killed by lightning.

Deborah, aware of Robert's love for her, is heartbroken when he tells her he must go away, for he has a wife in England. When Krillet's sister comes to the farm, she discovers the secret of her brother's death. To silence her, Deborah surrenders the farm and Simeon's money, and determines to follow Robert to England. But she meets him returning to her with the news that his wife has obtained a divorce, and the lovers face a happy future together.

FOR THE LOCAL PAPER.

THERE are many interesting view-points in the domestic relations of man and wife, but one of the strangest is provided in "The Shulamite," the new Paramount picture starring Gloria Swanson, which is coming to the Theatre next for days.

Miss Swanson plays the beautiful wife of a wealthy old Boer farmer of the South African veldt. While loving his wife in his own way, Krillet, the Boer, forces her to wait upon him as a slave. This unusual story unfolds some highly dramatic complications, brimming over with love-interest and melodramatic action



GLORIA SWANSON.

This Block will print on any kind of paper, and may be hired from our district office at a fee of 2/-.



when Krillet brings a young Englishman home with him to learn farming. The young wife falls in love with him and he with her, and the drama reaches a high tension when the old farmer discovers evidences of their intrigue.

Russell Simpson, noted character-artist, plays Krillet, while the Englishman is portrayed by Mahlon Hamilton.

* * *

Gloria Swanson, the beautiful Paramount star, will be seen at the Theatre next in her new Paramount starring vehicle, "The Shulamite," a picture of South Africa, in which Miss Swanson has the rôle of the wife of a cruel Boer farmer. The photoplay is said to be filled with thrilling situations. It is based on the popular novel of the same name by Alice and Claude Askew.

* * *

Wedded to a man she despised—a cruel task-master—Deborah Krillet, wife of a fanatical Boer farmer, fell in love with a younger and handsomer man. Then came exposure—a duel in the dark and—but to say more regarding Gloria Swanson's latest Paramount picture, "The Shulamite," would be unfair to the patrons of the Theatre, where it will be shown for days, commencing next.

PARS FOR THE PROGRAM.

HER Wedding Altar an Auction Block!

The price of her purchase—the name of a "good man's wife."

And so, a slave to conditions where she lived, she honoured and obeyed.

Then one day she *loved*—another!

The rest is a drama that races through scenes that crackle and snap like a whip.

Wholly different from anything this beautiful star has played before.

* * *

A star with the beauty, dash, and allurements that make her unique on the screen.

A story of woman's relation to marriage and to man-made rules about love.

Action that *lives* the greatest conflict that ever can come to human hearts.

* * *

The story of a woman's fight between love and a loveless marriage.

Testing in the fire of human hearts some of the laws of a man-made world.

* * *

Love or respectability? Which wins a woman when the big test comes? A superb story of the vast South African veldt.



Advert. Block as above (A), may be hired from our district office at a fee of 1/-

Other Advert. Blocks are illustrated on pages 12 & 13.

DON'T say that there is no use trying to tie up with booksellers. It is good publicity, and it is lasting work if you handle it properly.

Look for chances to work in with others and make it a double-header. Help the other fellow and let him help you and you both will profit. The really good manager will even work in with an opposition house if he can get his share of the advertisement.

Only the lazy man says it cannot be done.



Advert. Block as above (B), may be hired from our district office at a fee of 6d.



JESSE L. LASKY
presents

a JAMES CRUZE *production*

TO THE LADIES

with

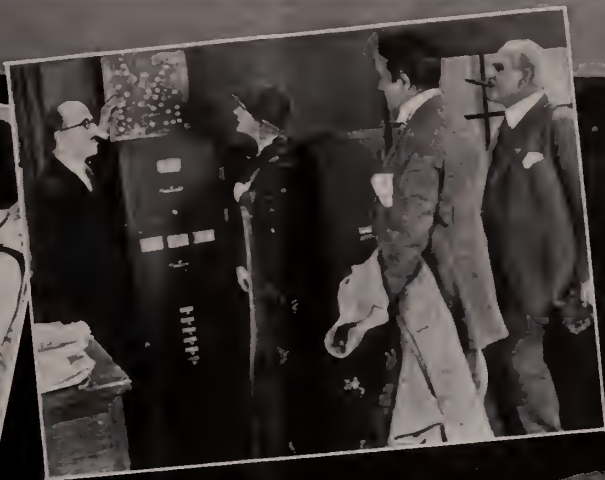
EDWARD HORTON · THEODORE ROBERTS ·
HELEN JEROME EDDY & LOUISE DRESSER

From the play by
George S. Kaufman & Marc Connelly

Written for the screen
by Walter Woods.

A Paramount





Released
Oct. 6.
1924.

Ant Picture





NAME OF THE THEATRE.

Love or
respectability?

Which wins a
woman when
the big test
comes?

Jesse L. Lasky presents

Gloria Swanson
"The Shulamite"



A
Paramount
Picture

Bought like a slave for a home and a marriage bond! And like a million million women before her, she tried to think her life was fulfilled. Until love came, unbidden, and showed her what she had missed! See this struggle between two men for a woman whose heart was divided!

From the Famous Novel, "The Shulamite," by Alice and Claude Askew

Advert. Block as above (C), may be hired from our district office at a fee of 4/-

OTHER ATTRACTIONS HERE.

NAME OF THEATRE.

How many wives
would have done
as she did?



Jesse L. Lasky
presents

Gloria
Swanson

"The Shulamite"

A Paramount Picture

The story of a woman's fight between love and a loveless marriage. Testing in the fire of human hearts some of the laws of a man-made world.

ALSO

Advert. Block as above (D), may be hired from our district office at a fee of 2/-

OTHER ATTRACTIONS HERE



JUNE 7, 1924

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PAGE 13

NAME OF THE THEATRE.

Her Wedding Altar An Auction Block!

The price of her purchase—
the name of a "good man's
wife."

And so, a slave to conditions
where she lived, she honored
and obeyed.

Then one day she loved—
another!

The rest is a drama that races
through scenes that crackle
and snap like a whip.

Wholly different from any-
thing this beautiful star has
played before.

Jesse L. Lasky
presents

Gloria Swanson

in

"The Shulamite"



Adapted from the Novel, "The Shulamite," by Alice and Claude Askew and the Play
by Claude Askew and Ed. Knoblock—Directed by Sam Wood—Scenario by J. E. Nash

ADVERT. BLOCK AS ABOVE (E), MAY BE HIRED FROM OUR DISTRICT OFFICE
AT A FEE OF 8/-



MUSICAL SUGGESTIONS FOR THE SHULAMITE

Krillet Theme - - "Tragic Theme" - - - Velvy -
Love Theme - - "For Ever and For Ever" - - - Tosti

No.	Title or Description.	Tempo.	Selection.
1.	Open	Nice Oriental rom.	Maurisches Standchen—Eilenberg (Curwen).
2.	Nightfall*	Nice light rom.	Abeilles et Bourdons—Dede (Curwen).
3.	With the rising*	Nice light.	Cochekeo—Reeves (Hawkes).
4.	Kaffir girl milking cow	Krillet theme.	Tragic Theme—Velvy (Lafleur).
5.	A few weeks*	Nice light.	La Belle Pierrette—Foulds (Hawkes).
6.	Having been as*	Light sinister.	Marche Mignone—Poldini ((Bosworth).
7.	Silence both of*	Krillet theme.	
8.	Waring's knowledge*	Love theme.	For Ever and For Ever—Tosti (Ricordi).
9.	Krillet sees wife reading book	Dram. rom. serious.	Kinothek 3A No. 1—Becce (De Wolfe).
10.	For a week*	Rom. nice.	Mood Pensive—Applefield (K. Prowse).
11.	Waring and Deborah together	Love theme.	
12.	Waring joins Krillett	Rom. nice.	Farewell—Matt (Lafleur).
13.	Later when the*	Storm.	Cinema Classics No. 1, Presto Agitato ff. and pp. with action—Beethoven (Piena).
14.	Are you there*	Krillet theme.	
15.	For a faithless*	Dram. number.	Andante Dramatico No. 62—Borch (Lafleur).
16.	Kaffir girl runs to Deborah	Heavy dram. agitato.	Dramatic Conflict, ff. and pp. with action—Levy (Lafleur).
17.	Which one*	Tense dram. weird.	Valse Triste—Sibelius (Hawkes).
18.	The day after*	Rom. nice.	Allein Liebslied—Helmund (Curwen).
19.	Aunt and relatives at gate	Rom. dram.	In the Ruins—Kempinski (Lafleur).
20.	I've written the*	Rom. mysterious nice.	Scenes Pittoresques No. 2—Massenet (Williams).
21.	Aunt struggles with Deborah	Heavy dram. number.	Incidental Symphonies (Dramatic Suspense)—Kempinski (Lafleur).
22.	Sunrise on the*	Love theme	

*Denotes Sub-Title.

TILL END.



JUNE 7, 1924

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6 SHEET.



12 SHEET.



6 SHEET.



Scenes from "WILD BILL HICKOK" which will be trade shown at the Shaftesbury Pavilion on Tuesday, June 17, at 11 a.m.



Scenes from "ICE BOUND" which will be trade shown at the Shaftesbury Pavilion, on Tuesday, June 24th, at 11 a.m.

HAVE YOU HEARD

THAT THE

Cinematograph Garden Party

WILL BE HELD AT

The Royal Botanic Gardens

REGENTS PARK, N.W. on

Saturday July 19th.

TO INAUGURATE

THE CINEMATOGRAPH TRADE
BENEVOLENT & PROVIDENT FUND.

Tickets 3/6d., if purchased before July 18th, can be obtained from
The Organiser, Cinematograph Garden Party, 6, Denman Street,
W., or The Organising Secretary, 27, D'Arblay Street, Wardour
Street, W.1.

BUY TICKETS!
SELL TICKETS!!
BOOM TICKETS!!!

FOR THE FINEST GARDEN PARTY EVER HELD
YOU'LL BE SORRY IF
YOU MISS IT !



JUNE 7, 1924

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PARAMOUNT PRODUCTIONS

FOR THE

RELEASING YEAR, SEPT., 1924-25

PROVINCIAL RELEASE DATES TWO WEEKS LATER THAN BELOW.



1924

- SEP. 1.—“CALL OF THE CANYON.” By ZANE GREY. Cast includes RICHARD DIX, LOIS WILSON, MARJORIE DAW, Noah Beery, Ricardo (U)* Cortez, Fred Huntley. Directed by Victor Fleming. A Paramount Picture. Length 6,890
- SEP. 8.—“BLUEBEARD'S EIGHTH WIFE.” A Sam Wood Production. Cast includes GLORIA SWANSON, Huntley Gordon, Robert Agnew, Irene Dalton. From Charlton Andrews' Adaptation of Alfred Savoir's phenomenal West End Success. A Paramount Picture Length 5,922
- SEP. 15.—“LAWFUL LARCENY.” An Allan Dwan Production. Cast includes Hope Hampton, Nita Naldi, Lew Cody, Conrad Nagel. Adapted by John Lynch (A) from the West End Success by Samuel Shipman. A Paramount Picture Length, 5,400
- SEP. 18.—“HIS CHILDREN'S CHILDREN.” A Sam Wood Production. Cast includes BEBE DANIELS, DOROTHY MACKAILL, James Rennie, George (A) Fawcett. From the novel by Arthur Train. A Paramount Picture Length 8,217
- SEP. 22.—“WOMAN PROOF.” By George Ade. Cast includes THOMAS MEIGHAN, Lila Lee, John Sainpolis, Louise Dresser. Directed by Alfred E. (U) Green. A Paramount Picture Length, 7,600
- SEP. 29.—“RUGGLES OF RED GAP.” A JAMES CRUZE PRODUCTION. Cast includes Edward Horton, Ernest Torrence, Lois Wilson, Fritzi Ridgway, Charles Ogle, Louise Dresser. From the play and novel by Harry Leon Wilson. (U) A Paramount Picture Length, 7,436
- OCT. 6.—“TO THE LADIES.” A JAMES CRUZE PRODUCTION. Cast includes Edward Horton, Theodore Roberts, Helen Jerome Eddy, Louise Dresser. From the play by George S. Kaufman and Marc Connelly. A Paramount Picture (U) Length, 6,321
- OCT. 13.—“THE SPANISH DANCER.” A Herbert Brenon Production. Cast includes POLA NEGRI, Antonio Moreno, Wallace Beery, Kathlyn Williams, Robert Agnew, Gareth Hughes, Adolphe Menjou. From the play, “Don César de Bazan,” (U) by Adolphe D'Ennery and P. S. P. Dumanoir. A Paramount Picture ... Length, 8,291
- OCT. 20.—“STEPHEN STEPS OUT.” Cast includes DOUGLAS FAIRBANKS, JR., Theodore Roberts, Noah Beery, Harry Myers, Frank Currier. From the story, “The Grand Cross of the Crescent,” by Richard Harding Davis. Directed by Joseph Henabery. A Paramount Picture Length,
- OCT. 23.—“WILD BILL HICKOK.” A William S. Hart Production. Cast includes WILLIAM S. HART, Ethel Grey Terry, Kathleen O'Connor, James Farley. By William S. Hart. Directed by Clifford Smith. A Paramount Picture.
- OCT. 27.—“ZAZA.” AN ALLAN DWAN PRODUCTION. Cast includes GLORIA SWANSON, H. B. Warner, Ferdinand Gottschalk, Lucille La Verne, Mary Thurman. From the West End Success by Pierre Berton and Charles Simon. A Paramount Picture Length,

PARAMOUNT PRODUCTIONS

FOR THE

RELEASING YEAR SEP., 1923-24

PROVINCIAL RELEASE DATES TWO WEEKS LATER THAN BELOW.



1923

Feet

- DEC. 3.—“RACING HEARTS.” Cast includes AGNES AYRES, Richard Dix, Theodore Roberts, Robert Cain. Adapted by Will M. Ritchey from the story by Byron (U) Morgan. Directed by Paul Powell. A Paramount Picture Length, 5,630

Advertising
Suggestions
in
Issue dated

1923

Nov. 3



1923-24 RELEASES (CONTINUED FROM PAGE NINETEEN)

	Feet	Advertising Suggestions in Issue dated 1924
MAY 22. —"THIRTY DAYS." Cast includes WALLACE REID, Wanda Hawley, Charles Ogle, Carmen Phillips. Adapted by Walter Woods from the play by A. E. Thomas and Clayton Hamilton. Directed by James Cruze. A Paramount Picture Length, 4,797 (U)		April 19
MAY 26. —"HOLLYWOOD." A JAMES CRUZE PRODUCTION. WITH FIFTY STARS. BY FRANK CONDON. A Paramount Picture. Length, 7,252 (U)		See Special Booklet.
MAY 26. —"THE GO-GETTER." Cast includes T. Roy Barnes, Seena Owen, William Norris, Tom Lewis, Louis Wolheim. By Peter B. Kyne. Directed by E. H. Griffith. A Cosmopolitan Production. A Paramount Picture Length, 7,750 (U)		April 26
JUNE 2. —"MAKING A MAN." Cast includes JACK HOLT, Eva Novak, J. P. Lockney, Bert Woodruff. Adapted by Albert Shelby LeVino from a story by Peter B. Kyne. Directed by Joseph Henabery. A Paramount Picture Length, 5,448 (U)		,, 26
JUNE 2. —"THE HIGHER LAW." Cast includes Colleen Moore, James Morrison, Eddie Phillips. By Fannie Hurst. Directed by Frank Borzage. A Cosmopolitan Production. A Paramount Picture Approx. Length, 7,300 (U)		May 3
JUNE 9. —"THE NE'ER DO WELL." Cast includes THOMAS MEIGHAN, Lila Lee, Gertrude Astor, John Milern. By Rex Beach. Directed by Alfred Green A Paramount Picture Length, 7,615 (U)		10
JUNE 16. —"THE WOMAN WITH FOUR FACES." A HERBERT BRENON PRODUCTION. Cast includes BETTY COMPSO, RICHARD DIX, George Fawcett, Joseph Kilgour. From the story by Bayard Veiller. A Paramount Picture Length, 5,535 (A)		,, 17
JUNE 23. —"THE HEART RAIDER." Cast includes AGNES AYRES, Mahlon Hamilton, Charles Ruggles, Frazer Coulter. From a story by Harry Durant and Julie Herne. Directed by Wesley Ruggles. A Paramount Picture Length, 4,999 (U)		,, 17
JUNE 26. —"SIXTY CENTS AN HOUR." Cast includes WALTER HIERS, JACQUELINE LOGAN, Ricardo Cortez, Charles Ogle. By Frank Condon Directed by Joseph Henabery. A Paramount Picture Length, 5,383 (U)		,, 24
JUNE 30. —"FOG BOUND." An Irvin Willat Production. Cast includes DOROTHY DALTON, David Powell, Martha Mansfield, Maurice Costello. By Jack Bechdolt. A Paramount Picture Length, 5,659 (U)		,, 31
JUNE 30. —"THE BEAUTY SHOP." Created by Cosmopolitan Productions. Cast includes RAYMOND HITCHCOCK, Montagu Love, Louise Fazenda, Diana Allen. By Channing Pollock and Rennold Wolf. Directed by Edward Dillon. A Paramount Picture Length, (U)		,, 31
JULY 7. —"THE SHULAMITE." Cast includes GLORIA SWANSON, Mahlon Hamilton, Russell Simpson, Lillian Leighton. Adapted from the novel by Alice and Claude Askew, and the play by Claude Askew and Edward Knoblock. Directed by Sam Wood. A Paramount Picture Length, 5,695 (A)		June 7
JULY 14. —"YOU CAN'T FOOL YOUR WIFE." A GEORGE MELFORD PRODUCTION. Cast includes Leatrice Joy, Nita Naldi, Lewis Stone, Pauline Geron. By Waldemar Young. A Paramount Picture Length, 5,627 (A)		
JULY 21. —"THE TIGER'S CLAW." Cast includes JACK HOLT, Eva Novak, Bertram Grassby, Aileen Pringle. By Jack Cunningham. Directed by Joseph Henabery. A Paramount Picture Length, 5,212 (U)		
JULY 24. —"THE SILENT PARTNER." A Charles Maigne Production. Cast includes Leatrice Joy, Owen Moore, Robert Edeson. Adapted by Sada Cowan from Maximilian Foster's Saturday Evening Post serial. A Paramount Picture Length, 5,961 (U)		
JULY 28. —"THE EXCITERS." Cast includes BEBE DANIELS, ANTONIO MORENO, Diana Allen, Cyril Ring. By Martin Brown. Directed by Maurice Campbell. A Paramount Picture Length, 5,982 (U)		

1924

1923-24 RELEASES (CONTINUED FROM PAGE TWENTY)

Feet

- JULY 28.**—"ONE GLORIOUS DAY." Cast includes *WILL ROGERS, LILA LEE, Alan Hale, John Fox.* By *Walter Woods and A. B. Baringer.* Directed by *James Cruze.* A Paramount Picture Length,
- AUG. 4.**—"CHILDREN OF JAZZ." Cast includes *Theodore Kosloff, Ricardo Cortez, Robert Cain, Eileen Percy.* From the play "Other Times," by (U) *Harold Brighouse.* Directed by *Jerome Storm.* A Paramount Picture.....Length : 5,936
- AUG. 11.**—"ONLY 38." A WILLIAM DE MILLE PRODUCTION. Cast includes *May McAvoy, Lois Wilson, Elliott Dexter, George Fawcett.* From the play by *A. E. Thomas.* Suggested by a story by *Walter Prichard Eaton.* A Paramount Picture Length : 6,224
- AUG. 11.**—"CLARENCE." A WILLIAM DE MILLE PRODUCTION. Cast includes *WALLACE REID, Agnes Ayres, May McAvoy, Kathlyn Williams.* From the play by *Booth Tarkington.* A Paramount PictureLength :
- AUG. 18.**—"THE LAW OF THE SIERRAS." A GEORGE MELFORD PRODUCTION. Cast includes *JACQUELINE LOGAN, George Fawcett, Maurice Flynn, William B. Davidson.* From the story by *Bret Harte* and the play by *Paul (U) Armstrong.* A Paramount Picture Length : 6,258
- AUG. 25.**—"A GENTLEMAN OF LEISURE." Cast includes *JACK HOLT, Casson Ferguson, Sigrid Holmquist, Alec Francis.* From the play by *John Stapleton and P. G. Wodehouse.* Directed by *Joseph Henabery.* A Paramount Picture. (U) Length : 5,184
- AUG. 28.**—"ADAM AND EVA." A Cosmopolitan Production. Cast includes *MARION DAVIES, T. Roy Barnes, Tom Lewis, Wm. Norris.* By *Guy Bolton and George (U) Middleton.* Directed by *Robert G. Vignola.* A Paramount Picture Length : 7,100

PARAMOUNT REVIVALS.

Advertising
Suggestions
in
Issue dated

- FEB. 25.**—"THE SHEIK." A GEORGE MELFORD PRODUCTION. Cast includes *AGNES AYRES, RODOLPH VALENTINO, Adolpe Menjou, Walter Long.* Based on the world-famous novel by *E. M. Hull.* A Paramount Picture. Length, 6,100
- MAR. 24.**—"BLOOD AND SAND." Cast includes *RODOLPH VALENTINO, Lila Lee, Nita Naldi, Walter Long.* From the famous novel by *Vicente Blasco Ibanez.* A Fred Niblo Production. A Paramount Picture Length, 8,197

1924
Jan. 26

See Special
Booklet

Paramount SERVICE

CONDUCTED BY

FREDERICK MARTIN

IN THE INTERESTS OF THE PRESENT
AND PROSPECTIVE EXHIBITORS OF
THE PRODUCTIONS EXPLOITED

BY

**FAMOUS-LASKY FILM
SERVICE, LIMITED,**

HEAD OFFICE:

**166-170, WARDOUR ST.,
W.1.**

PHONES:

GENERAL OFFICES - REGENT 6886 (7 LINES)

ACCOUNTS DEPARTMENT - GERRARD 5069.

GRAMS: FAMILASERV (WESTCENT) LONDON.

BRANCHES:

LEEDS

24, NEW BRIGGATE.

PHONE: LEEDS 25352.

GRAMS: "FAMILASERV, LEEDS."

DUBLIN

PARAMOUNT HOUSE,

11, GT. BRUNSWICK ST.

(INCORPORATED IN ENGLAND)

PHONE: DUBLIN 2633.

GRAMS: "FAMILASERV, DUBLIN."

CARDIFF

16-18, PRIORY STREET.

PHONE: NO. 75.

GRAMS: "FAMILASERV, CARDIFF."

GLASGOW

164, BUCHANAN STREET.

PHONE: DOUGLAS 2879.

GRAMS: "FAMILASERV, GLASGOW."

LIVERPOOL

124, DALE STREET.

PHONE: CENTRAL 2060.

GRAMS: "FAMILASERV, LIVERPOOL."

BIRMINGHAM

12, JOHN BRIGHT STREET.

PHONE: MIDLAND 227.

GRAMS: "FAMILASERV, BIRMINGHAM."

MANCHESTER

26-28, FENNEL STREET.

PHONE: CITY 4893 & 4894.

GRAMS: "FAMILASERV, MANCHESTER."

NEWCASTLE

PARAMOUNT HOUSE,
BATH LANE.

PHONE: CENTRAL 1564.

GRAMS: "FAMILASERV,
NEWCASTLE-ON-TYNE."

Paramount
SERVICE

VOL 7 SAT. JUNE 7 1924 NO 25



WILLIAM ELLIOTT & JESSE L. LASKY present

DOUGLAS FAIRBANKS JR
in **"STEPHEN STEPS OUT"**

With THEODORE ROBERTS Supported by NOAH BEERY, HARRY MYERS & FRANK CURRIER
From the story "The Grand Cross of the Crescent" by Richard Harding Davis
Written for the screen by Edfrid Benham.

A Paramount Picture

Directed by
Joseph Henabery

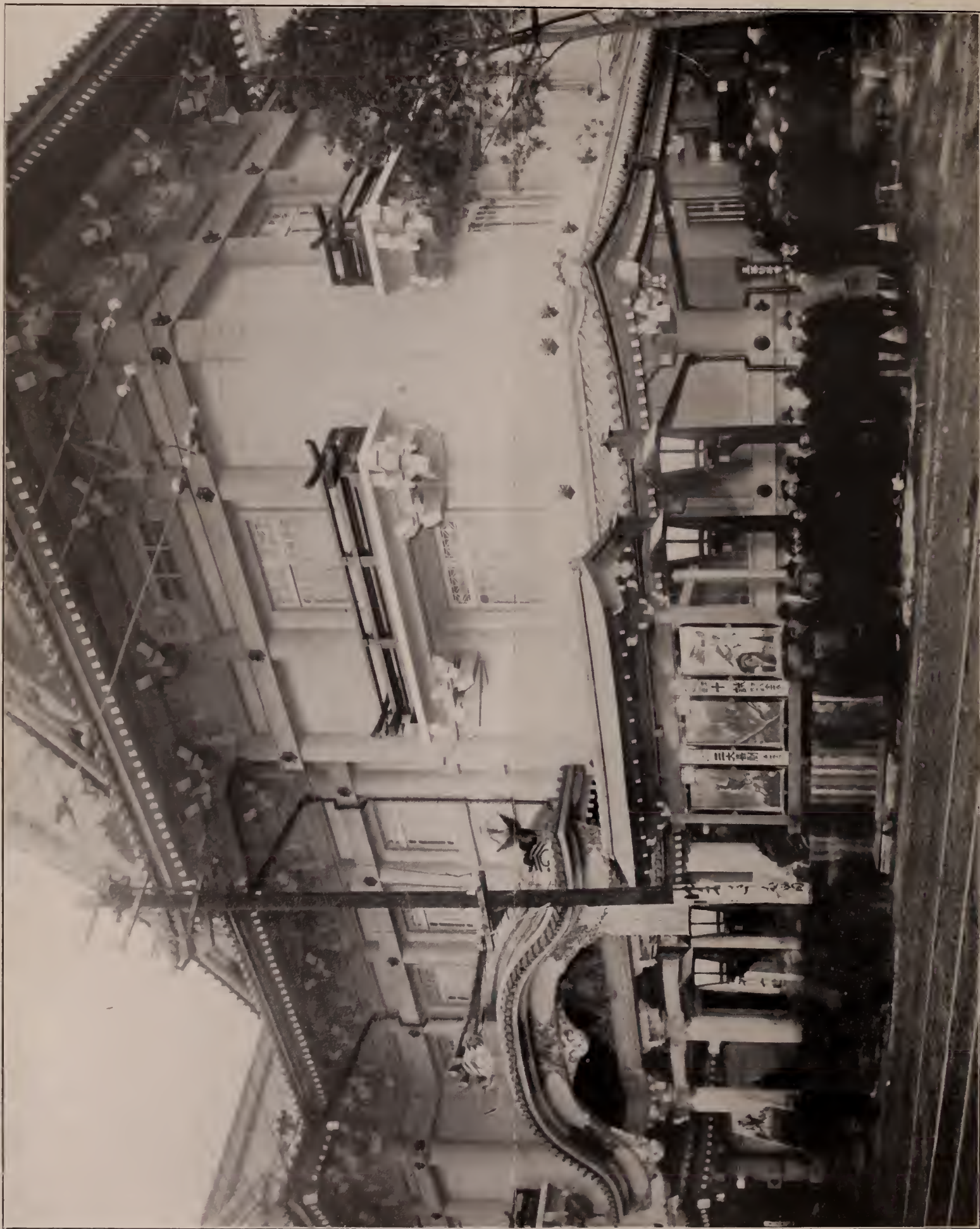
FAMOUS-LASKY FILM SERVICE LTD.
LONDON

POULA NEGRI

in the new
Custo-Sues

the new
Custo-Sues

THE TOWN AND COUNTRY
MAGAZINE
WILL BE MOVED TO NEW YORK



Japan's most beautiful theatre, the Kabuki-Za, in Tokyo, during the engagement of "THE TEN COMMANDMENTS," Cecil B. De Mille's Paramount production. The Kabuki-Za is the largest and most modern theatre in Japan to-day, having been built after the earthquake and fire in September, 1923. The premier of "THE TEN COMMANDMENTS" attracted tremendous business and broke all previous box office records.



THIS WEEK'S TRADE SHOWS



LONDON. Shaftesbury Pavilion, at 11 a.m.	Tue., June 30	THOMAS MEIGHAN in "COMING THROUGH."
Shaftesbury Pavilion, 11 a.m.	Fri July 3	POLA NEGRI in "EAST OF SUEZ."
GLASGOW. New Savoy, at 11 a.m.	Wed., July 1	AGNES AYRES in "TOMORROW'S LOVE."
LEEDS. Majestic Theatre, 11 a.m.	Tue., June 30	THOMAS MEIGHAN in "COMING THROUGH."
Scala Theatre, 11 a.m.	Fri., July 3	POLA NEGRI in "EAST OF SUEZ."
SHEFFIELD. Cinema House, Fargate, at 11 a.m.	Wed., July 1	THOMAS MEIGHAN in "COMING THROUGH."
MANCHESTER. Piccadilly Theatre, at 11 a.m.	Tue., June 30	THOMAS MEIGHAN in "COMING THROUGH."
Piccadilly Theatre, at 11 a.m.	Thur. July 2	POLA NEGRI in "EAST OF SUEZ."
CARDIFF. Imperial Cinema, at 11.15 a.m.	Tue., June 30	An Irvin Willat Production, "NORTH OF 36."
16, Priory Street, 11.15 a.m.	Fri., July 3	AGNES AYRES in "TOMORROW'S LOVE."
NEWCASTLE. New Pavilion Theatre, at 11 a.m.	Tue., June 30	An Irvin Willat Production, "NORTH OF 36."
New Pavilion Theatre, 11 a.m.	Fri., July 3	AGNES AYRES in "TOMORROW'S LOVE."
LIVERPOOL. Scala Theatre, at 11 a.m.	Tue., June 30	A Dimitri Buchowetzki Production, "THE SWAN."
Scala Theatre, at 11 a.m.	Fri., July 3	THOMAS MEIGHAN in "COMING THROUGH."
BIRMINGHAM. Futurist Theatre, at 11 a.m.	Tue., June 30	A Dimitri Buchowetzki Production, "THE SWAN."
Futurist Theatre, at 11 a.m.	Fri., July 3	THOMAS MEIGHAN in "COMING THROUGH."
NOTTINGHAM. Scala Theatre, at 11 a.m.	Tue., June 30	AGNES AYRES in "TOMORROW'S LOVE."
Elite Theatre, at 11 a.m.	Fri., July 3	A Dimitri Buchowetzki Production, "THE SWAN."

NEXT WEEK'S TRADE SHOWS

LONDON. Shaftesbury Pavilion, at 11 a.m.	Tue., July 7	Henry King's "SACKCLOTH AND SCARLET" With Alice Terry.
Shaftesbury Pavilion, 11 a.m.	Fri., July 10	RICHARD DIX in "TOO MANY KISSES."
GLASGOW. New Savoy, at 11 a.m.	Wed., July 8	THOMAS MEIGHAN in "COMING THROUGH."
New Savoy, at 11 a.m.	Thur., July 9	A Dimitri Buchowetzki Production, "THE SWAN."
LEEDS. Majestic Theatre, at 11 a.m.	Tue., July 7	Henry King's "SACKCLOTH AND SCARLET" With Alice Terry.
Scala Theatre, at 11 a.m.	Fri., July 10	RICHARD DIX in "TOO MANY KISSES."
SHEFFIELD. Cinema House, Fargate, 11 a.m.	Wed., July 8	Henry King's "SACKCLOTH AND SCARLET" With Alice Terry.
MANCHESTER. Piccadilly Theatre, at 11 a.m.	Tue., July 7	Henry King's "SACKCLOTH AND SCARLET" With Alice Terry.
Piccadilly Theatre, 11 a.m.	Fri., July 10	RICHARD DIX in "TOO MANY KISSES."
CARDIFF. Imperial Cinema, 11.15 a.m.	Tue., July 7	A Dimitri Buchowetzki Production, "THE SWAN."
Imperial Cinema, 11.15 a.m.	Fri., July 10	THOMAS MEIGHAN in "COMING THROUGH."
NEWCASTLE. New Pavilion Theatre, 11 a.m.	Tue., July 7	A Dimitri Buchowetzki Production, "THE SWAN."
New Pavilion Theatre, 11 a.m.	Fri., July 10	THOMAS MEIGHAN in "COMING THROUGH."
LIVERPOOL. Scala Theatre, at 11 a.m.	Wed., July 8	POLA NEGRI in "EAST OF SUEZ."
Scala Theatre, at 11 a.m.	Fri., July 10	Henry King's "SACKCLOTH AND SCARLET" With Alice Terry.
BIRMINGHAM. Futurist Theatre, at 11 a.m.	Tue., July 7	POLA NEGRI in "EAST OF SUEZ."
Futurist Theatre, at 11 a.m.	Fri., July 10	Henry King's "SACKCLOTH AND SCARLET" With Alice Terry.
NOTTINGHAM. Scala Theatre, at 11 a.m.	Tue., July 7	THOMAS MEIGHAN in "COMING THROUGH."
Scala Theatre, at 11 a.m.	Thur., July 9	POLA NEGRI in "EAST OF SUEZ."



Scenes From
"EAST OF SUEZ"



JUNE 27, 1925

Paramount
Service
PAGE 3

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

POLA NEGRI

IN

A RAOUL WALSH PRODUCTION

EAST OF SUEZ

WITH
EDMUND LOWE, ROCKCLIFFE FELLOWES
AND NOAH BEERY

FROM THE PLAY BY W. SOMERSET MAUGHAM
SCREEN PLAY BY SADA COWAN
A PARAMOUNT PICTURE. RELEASED: DEC. 14TH, 1925

THE CAST.

Daisy Forbes *Pola Negri*
George Tevis *Edmund Lowe*
Harry Anderson *Rockcliffe Fellowes*
Robert Tevis *Noah Beery*
Lee Tai *Sojin Kamiyama*
Amah *Mrs. Wong Wing*

THE STORY.

DAISY Forbes, having completed her education in England, is about to rejoin her father in Shanghai. Forbes is overjoyed. He is a lonely man, for since his marriage to a Chinese woman he has suffered social ostracism. The beautiful Daisy is popular on board the liner. Two men pay ardent court to her, George Tevis, who is going to Shanghai to enter the diplomatic service under his uncle, the British Consul, and Harry Anderson. A cablegram is received on the boat announcing the death of Forbes, and Daisy is heartbroken. She accepts George's offer of marriage.

In Shanghai, Daisy is welcomed by her old Chinese amah, and is visited by Lee Tai, a powerful Chinese nobleman, who says he knew her father well, but she soon becomes aware that the Europeans avoid her, and George's friends will not join him when he is with her. When Robert Tevis hears that George is going to marry Daisy, he tells his nephew that she is a half-caste, and marriage to her would mean social ruin. George is finally goaded into writing a letter to Daisy breaking the engagement, but immediately repents. His uncle, who has abstracted the letter, advises him to think the matter over, and goes to see Daisy. She will not believe that George wants to be free until Tevis produces his letter. The Consul leaves, and Daisy asks her old nurse why marriage to her would injure George. She is told that she is a half-caste, the amah herself being her mother. While she is still prostrate with grief, Lee Tai comes. The amah tells him that Daisy, believing herself a half-caste and deserted by her lover, is ready for him. Daisy is drugged and, although apparently awake, is not aware that she is dressed in Chinese clothes, and goes out with Lee Tai.

Meantime George misses his letter and rushes out. He sees Daisy with Lee Tai, and, unable to doubt the evidence of his eyes, sadly leaves on a mission to the interior, arranged by the Consul. Daisy comes to her senses on Lee Tai's luxurious houseboat. The sinister Chinaman tries to embrace her. She struggles with him, breaks down the thin partition of the cabin, and jumps into the river. She is rescued by Harry Anderson from his

motor-boat. Anderson renews his proposal, and Daisy marries him. Anderson soon finds that his friends are dropping him. He blames Daisy, and treats her harshly.

George repents of his desertion of Daisy, and returns to seek her. His uncle tells him that she has disappeared, and George asks Anderson, whom he meets at the Consulate, for news of her. Anderson, smiling sardonically, invites him to dinner. The dinner does not take place, for Lee Tai, still plotting with the amah, plans to kidnap Anderson. That evening, at dinner-time, a cry for help is heard; Anderson rushes out, and soon after a wounded man is carried in. It is George. Anderson follows with one of Lee Tai's men, whom he ties up. The man is released by the amah, and Anderson is about to punish her when Daisy stops him, saying that the woman is her mother. When George recovers and finds that Daisy is married to Anderson, he goes away with his uncle, who is summoned by telephone. Anderson brutally tells Daisy that if she sees George again, he will kill her.

George prepares to return to England, and asks Daisy if he may call to say good-bye. Thinking Anderson is out of town, Daisy asks George to dinner. Lee Tai tells the amah to poison George's wine. As the wine is being served Anderson appears. Another glass is poured out, and the three drink. The amah trembles, for she does not know who has drunk the poison. Presently Anderson stumbles. As he falls, he takes out a pistol and tries to shoot George. He fails, and falls dead.

Lee Tai is executed, and the amah confesses that the story of Daisy's parentage was false—her mother was Forbes's first wife, an Englishwoman. With all obstacles to their marriage removed, Daisy and George embark on a steamer for England—and happiness.



SCENES FROM
"COMING THROUGH"



FAMOUS-LASKY FILM SERVICE LTD.
"LONDON"



JUNE 27, 1925

Paramount
Service

PAGE 5

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

THOMAS MEIGHAN

IN

COMING THROUGH

WITH

LILA LEE

FROM THE NOVEL "BED ROCK" BY JACK BETHEA

SCREEN PLAY BY PAUL SCHOFIELD

DIRECTED BY EDWARD SUTHERLAND

A PARAMOUNT PICTURE

RELEASED: NOV. 30TH, 1925

THE CAST.

Tom Blackford Thomas Meighan
Alice Rand Lila Lee
John Rand John Miltern
Joe Lawler Wallace Beery
Sam Munds Laurance Wheat
Jim Shackleton Frank Campeau
Dr. Rawls Gus Weinburg
Mrs. Rawls Alice Knowland
Wm. Anderson James B. Terbell
Parsons Fain Joseph Smiley

THE STORY.

TOM Blackford, chief clerk to a big steel corporation, wins the love of Alice, daughter of John Rand, the president of the concern. Tom has several times been next in line for promotion, but each time a relative of one of the directors has been promoted over his head. Rand has promised Tom the next vacancy, and when it occurs the young man hopes to gain as well the president's consent to his marriage with Alice. But once again he is disappointed. William Anderson, Rand's nephew, is given the position, and immediately tries to "boss" Tom. Tom tells Anderson that apparently it is necessary to be related to one of the directors to succeed in the firm. He then persuades Alice to marry him secretly.

Anderson repeats Tom's incautious speech to Rand, and when Alice comes with her news, Rand tells her that Tom has only married her to gain promotion in the firm. When Alice indignantly denies the accusation, Rand induces her to hide behind a curtain and listen to his conversation with Tom. He calls Tom in, and traps him into admitting that he hopes to turn his marriage to his own advantage. Alice comes forward, and tells Tom that he has killed her love for him. Rand offers Tom the post of Superintendent of Mines at Colton, the roughest mining camp in the company's holdings. Tom hesitates for Alice's sake, and Rand, believing that Alice will refuse to accompany Tom, taunts him with cowardice. Tom accepts the position, determined to win through in spite of difficulties, and Alice, to avoid scandal, accompanies him, a wife in name only.

Rand secretly writes to Joe Lawler, the mine foreman, hinting that the directors would prefer the new superintendent not to succeed. Tom finds machines mysteriously breaking down, but the miners discover that he knows too much to be taken in with tricks. The wife of one of the miners tells Alice that her husband ought to close "The Club," which is really a

drinking and gambling saloon, and absorbs a large proportion of the men's wages. Alice tells Tom, but he hesitates to take such a drastic step until a very serious accident is narrowly averted by prompt action on his part. When he finds that the driver of the runaway truck was drunk, Tom orders Shackleton, the proprietor of the saloon, to close it. Shackleton defies him, and Tom applies to the nearest city for protection. Escorted by an armed guard, led by Sam Munds, Tom goes to the saloon, and smashes every bottle in the place. Munds finds Rand's letter to Lawler, and hands it to Tom. Instigated by Lawler, who is hand in glove with Shackleton, several attempts are made on Tom's life, but they fail. Lawler then attempts to start a strike, and Tom dismisses him.

John Rand comes to Colton, hoping to persuade Alice to return with him. Alice reproves Tom for his attitude towards her father. He shows her Rand's letter, and for the first time she realises what a plucky fight her husband is putting up. She is horrified to learn that her father is really responsible for the attacks on Tom's life, but after all he is her father, and she prepares to go back with him.

Munds watches Lawler closely, and discovers that he has cheated the miners out of large sums by the use of faulty scales. Lawler succeeds in getting the men to leave work, but while he is addressing them, Tom appears and gives the miners proof of their ex-foreman's perfidy. The miners turn against Lawler, who tries to kill Tom. Tom foils the attack, and, chasing Lawler up the tippie, fights him sixty feet above the ground. In another attempt to take unfair advantage of Tom, Lawler falls, and is killed. The miners cheer Tom.

Tom has "come through," but his triumph is an empty one, for he thinks Alice has left him. He goes home disconsolate, but Alice is there. She says she loves him too much to go away from him, and she is ready to be a real wife to him in future.





ADOLPH ZUKOR & JESSE L. LASKY *Present*

AGNES AYRIES *IN* "TOMORROW'S LOVE"

FROM THE STORY "INTERLOCUTORY" BY CHARLES BRACKETT

Screen play by Howard Higgin

Directed by Paul Bern

A Paramount Picture

RELEASED NOV. 19. 1925



FAMOUS-LASKY FILM SERVICE LTD.
LONDON



HOW TO EXPLOIT
AGNES AYRES
IN
WORLDLY GOODS

FROM THE NOVEL BY SOPHIE KERR

SCREEN PLAY BY A. P. YOUNGER

DIRECTED BY PAUL BERN

A PARAMOUNT PICTURE

LENGTH: 6,040 FEET

RELEASED: JULY 23RD, 1925



SLIDE.

THE CAST.

Eleanor Lawson *Agnes Ayres*
Fred Hopper *Pat O'Malley*
Clifford Ramsay *Victor Varconi*
Mrs. Lawson *Edythe Chapman*
Mr. Lawson *Bert Woodruff*
Letitia Calhoun *Maude George*
Vivian Steel *Cecille Evans*
Sol Shipik *Otto Lederer*

THE STORY.

ELEANOR LAWSON, secretary to Clifford Ramsay, manager of a flourishing business, refuses her employer's proposal because she prefers a career to marriage. But she falls in love with Fred Hopper, a glib motor salesman, and believes that his wonderful air castles have substantial foundations. After a short engagement, Eleanor and Fred are married.

The honeymoon is scarcely over when the air castles begin to tumble about Eleanor's ears. Fred loses his job, bills accumulate, and finally the electric light and telephone are cut off. The climax comes when Eleanor sees the jeweller who calls for the weekly instalment on her ring—even that had been bought on the hire-purchase system. Eleanor decides that if Fred cannot get work, she must return to business. Unknown to Fred, she obtains a position in a modiste's establishment. Fred is furiously angry when he finds out, and Eleanor promises to give up her work as soon as he gets another job. She suggests that he should ask Clifford Ramsay, and Fred, who had once been discharged by Ramsay, swallows his pride and goes to see him.

While he is waiting in an outer office, Fred overhears a conversation between Ramsay and his directors about a factory which is going cheap, but promises to become valuable. Fred immediately secures an option on the building, and persuades Mrs. Calhoun, a wealthy woman who has taken a fancy to him, to put up the money to buy it. Mrs. Calhoun tries to flirt with him, and when Fred gets home Eleanor sees powder on his coat. She leaves him and goes home to her mother.

Fred sells the factory at a huge profit, but his happiness is short-lived, for he receives a summons to a lawyer's office in connection with Mrs. Hopper's suit for divorce. The lawyer denies all knowledge of the message, but Mrs. Lawson confesses to sending it in order to give the young couple another chance.

Left alone with Eleanor, Fred convinces her that he has not been unfaithful, and wins her forgiveness. Then he tells her that he is going to fulfil all his promises after all, for they are now rich.

**FOR THE
LOCAL PAPER.**

"I NOW pronounce you man and wife!"

—and the curtain is rung up on the drama, comedy or tragedy, as the case may be, of newly-married life.

In "Worldly Goods," coming to the Theatre next, it is a combination of the first two, almost resulting in the last. In other words, "Worldly Goods," starring Agnes Ayres, is a comedy-drama of matrimony, with a happy ending, even though the final scene is in the divorce court.

Pat O'Malley has the leading man's rôle, and Victor Varconi and Edythe Chapman are also well cast.



AGNES AYRES.

This Block will print on any kind of paper, and may be hired from our district office at a fee of 2/-.



JUNE 27, 1925

Paramount
Service

PAGE 9

The story has to do with money as a factor in married life. His wife is afflicted, as Fred Hopper (Pat O'Malley) sees it, with the usual feminine longing for the niceties of life—worldly goods—and Fred isn't able to supply them. So Eleanor (Agnes Ayres) goes out to earn enough money to help him—and that almost finishes their marital bliss.

Wage-earning and home-making don't mix, and "Worldly Goods" shows what happens when a young wife attempts to do both—and shows it in about the most pleasing and novel manner you could wish for.

* * * * *

"WORLDLY GOODS," a Paramount picturisation of the novel by Sophie Kerr, starring Agnes Ayres, will be the feature at the Theatre for a run of days beginning next.....

The story is a fine domestic comedy-drama of real, human people.

Miss Ayres has the rôle of Eleanor Lawson, young secretary to the manager of a large business. Pat O'Malley plays opposite the star, and the supporting cast includes Edythe Chapman, Victor Varconi, Bert Woodruff, Maude George, Cecille Evans and Otto Lederer.

* * * * *

"WORLDLY GOODS," a new Paramount picture starring Agnes Ayres, will be the feature at the Theatre on..... next for a run of days.

The story, adapted from the popular novel by Sophie Kerr, visualises what happens to a young self-supporting girl who marries a romantic weakling, believes in him, trusts him; and how she handles the situation which arises when the inevitable disillusionment comes.

Pat O'Malley, Victor Varconi and Edythe Chapman appear in the supporting cast.

PARS. FOR THE PROGRAM.

A BRILLIANT picture of marriage. As true to life as your next-door neighbour. And bubbling with fun and wholesomeness.

* * * * *

The story of a girl who thought she was getting the world's prize husband—and found he was only the booby prize.

* * * * *

A matrimonial comedy which proves that husbands aren't so bad as they're supposed to be—they're worse!

* * * * *

The story of a wife who made the mistake of believing everything her husband told her.



Scenes from "Sackcloth and Scarlet," which will be Trade shown at the Shaftesbury Pavilion on Tuesday, July 7th, at 11 a.m.



Advert. Block as above (A), may be hired from our district office at a fee of 1/-

Other Advert. Blocks are illustrated on pages 12 and 13.



Advert. Block as above (B), may be hired from our district office at a fee of 6d.



ADOLPH ZUKOR
& JESSE L. LASKY
Present A

DIMITRI BUCHOWETZKI
production

"THE SWAN"

with

**ADOLPHE MENJOU • RICARDO CORTEZ
& FRANCES HOWARD**

*From the play by Terenc Molnar
Screen play by Dimitri Buchowetzki
A Paramount Picture*





RELEASED
NOV. 23. 1925



NAME OF THE THEATRE.

*A
Paramount
Picture*



ADOLPH ZUKOR,
JESSE L. LASKY
present

The screen's prize matri-
monial comedy, produced
on a lavish fun scale.


AGNES AYRES
in
**"WORLDLY
GOODS"**

*From the novel by Sophie Kerr — Screen play by A. P. Younger
Directed by Paul Bern*

OTHER ATTRACTIONS HERE

Advert Block as above (C), may be hired from our district office
at a fee of 4/-

NAME OF THEATRE.



Adolph Zukor,
Jesse L. Lasky
present

**AGNES
AYRES**
in
**"WORLDLY
GOODS"**

A Paramount Picture

IF you have a funny
bone, come and see
what this gay comedy
does to it!

OTHER ATTRACTIONS HERE

Advert. Block as above (D), may be
hired from our district office at a fee
of 2/-



JUNE 27, 1925

Paramount
Service
PAGE 13

NAME OF THE THEATRE.

A Shower of Good Fun



AND so they were married — and lived unhappily ever after. But, take it from us, their troubles are your joys. If you want to know how hard you really can laugh at a picture, see "Worldly Goods."

Adolph Zukor and Jesse L. Lasky
present

AGNES
AYRES

in

"Worldly Goods"



ADVERT. BLOCK AS ABOVE (E), MAY BE HIRED FROM OUR DISTRICT OFFICE
AT A FEE OF 8/-



MUSICAL SUGGESTIONS FOR WORLDLY GOODS

Love Theme		- - - "Magical Moon"	- - - Kunneke (Feldman)
		3/4 andante	
No.	Title or Action.	Tempo.	Selection.
1.	Open	Nice simple melody, 4/4 andante	Intermezzo Symphonique—Borch (Hawkes)
2.	T. There was only	Light inter., 4/4 allegretto	Message du Cœur—Severne (Bosworth)
3.	T. Eleanor Lawson	Light, bright, busy melody, 2/4 allegro	Gaiety—Savino (Francis, Day & Hunter)
4.	T. Clifford Ramsey	Flowing melody, 3/4 Lent	Valse Appassionato—Ketelbey (Bosworth)
5.	A. Flash to Fred and women	Nice light, 2/4 allegretto	Masquerade Suite, No. 2 only—Lacombe (Chester)
6.	A. Fade out Eleanor seen at	Light melody, 3/4 andantino	Two sketches, No. 1 only—Frommel (Chester)
7.	A. Fred walks up to house	Light comic inter., 2/4 allegro moderato	Farcical Allegro—Aborn (Lafleur)
8.	A. Fred puts out lights	THEME	
9.	A. Eleanor goes to father and	Light inter., 4/4 allegretto	Promenade—Rapee and Axt (Francis, Day and Hunter)
10.	A. Department store scene	Nice melody, 4/4 andante	Romance Sans Paroles—Rebikoff (Feldman)
11.	A. Fred enters	Light inter., 2/4 allegro	Al Fresco—Herbert (Feldman)
12.	A. Wedding ceremony	Traditional wedding hymn, 4/4 andante	Voice that breathed o'er Eden—Manuscript.
13.	T. The first Hundred	Flowing melody, 4/4 andantino	On the Moonlit Terrace—Cabazon (Hawkes)
14.	A. Both sit down at table	Light inter. agitated, 4/4 allegro	Petite Suite d'Orchestra, No. 1 only—Pierre (Liber)
15.	A. Mother and father at door	Light inter., 4/4 allegretto	April's Lady—Ancliffe (Bosworth)
16.	A. Mother reads notice of	Serious flowing melody, 2/4 andante	Shades of Autumn—Mayne (Bosworth)
17.	T. Eleanor found	Nice valse (lent), 3/4 lent	Mon Bijou—Lepaige (Feldman)
18.	A. Fred sees wife	Serious melody, 3/4 andante	La Plainte d'Esmeralda—Dyke (Liber)
19.	A. Street scene	Bright exciting melody, 4/4 allegro	In Holland Suite, No. 4 only—Kriens (Schotts)
20.	T. The ancient firm	Light eccentric inter., 2/4 moderato	Rubenesque—Slater (Schoots)
21.	T. When a husband	Light song melody, 4/4 andante	In a Rendezvous—Lewis (Feldman)
22.	A. Fred enters home	Barlesque melody, 4/4 andante	Am I to Blame? chorus only (play pp and slowly)—Fazioli (Lawrence Wright)
23.	A. Girl seen at gramophone	Blue fox trot, 4/4 blues tempo	Downhearted blues—Hunter (Lawrence Wright)
24.	T. Vivian Marie	Light inter., 3/4 allegretto	Amaryllis—Ketelbey (Bosworth)
25.	A. Mother and father seen	Light eccentric inter., 4/4 allegretto	Blue Beard and Fatima—Bendix (Feldman)
26.	A. Flash back to Fred	Sentimental ballad, 4/4 andante	Foolish Child—Nelson (Feldman)
27.	A. Eleanor on bed crying	Pathetic melody, 4/4 andante	A Tear—Moussorgsky (Feldman)
28.	T. Cliff Ramsay did not	Flowing melody, 4/4 andante	Vision d'Amour—Friml (Chester)
29.	T. Fred Hopper had taken	Light inter., 2/4 allegro	Al Fresco—Herbert (Feldman)
30.	A. Insert—wire	Serious melody, 4/4 andante	Siegfried Idylle—Wagner (Feldman)
31.	A. Eleanor seen in lawyer's	Flowing serious melody, 4/4 andante	True Love—Ketelbey (Bosworth)
32.	T. Clifford would you mind	Sentimental ballad, 4/4 andante	There's just a bit of Heaven—David (Feldman)
33.	A. All that poverty	THEME TILL END.	



JUNE 27, 1925

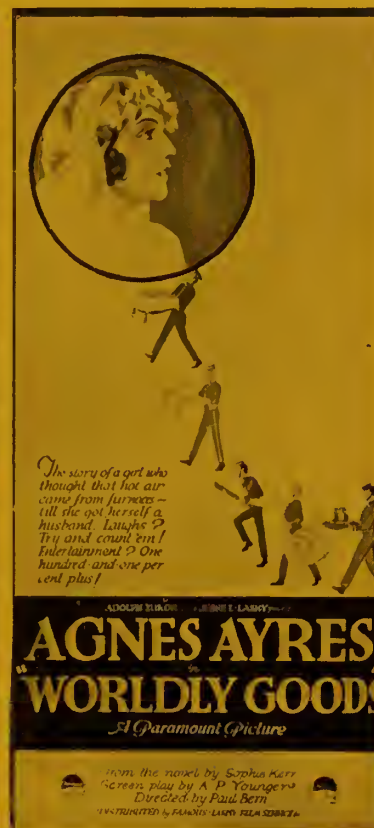
Paramount
Service
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6 SHEET.



12 SHEET.



6 SHEET.

THE PUBLIC KNOW—
IF IT'S A PARAMOUNT PICTURE
IT'S THE BEST SHOW IN TOWN.



48-SHEET



**MAN-
HANDLED**

ARTHUR
STRINGER
and
RUSSELL
HOLMAN

An engrossing
story of a pretty,
high-spirited girl
who seeks
adventure.

Illustrated by
eight photos from
the Paramount
picture featuring
Gloria Swanson,
which is now to be
seen everywhere.

MANHANDLED
by *Arthur Stringer*
& *Russell Holman*

Illustrated by 8 photos from the Paramount picture
(featuring GLORIA SWANSON)

2/6

HUTCHINSON

Another tie-up for "Manhandled." Messrs. Hutchinson's address is: 33-36, Paternoster Row, London, E.C.4.
Get in touch with them.



JUNE 27, 1925

Paramount
Service

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PARAMOUNT PRODUCTIONS

FOR THE



RELEASING YEAR SEP., 1925-26

PROVINCIAL RELEASE DATES TWO WEEKS LATER THAN BELOW.



- 1925 Feet
- SEP. 7.—“THE FAST SET.”** A WILLIAM DE MILLE PRODUCTION. FROM THE WEST END SUCCESS, “SPRING CLEANING,” BY FREDERICK LONSDALE. CAST INCLUDES BETTY COMPSO, ADOLPHE MENJOU, ELLIOTT DEXTER, ZASU PITTS. A PARAMOUNT PICTURE.....LENGTH, 6,656 (A)
- SEP. 14.—“FORBIDDEN PARADISE.”** AN ERNEST LUBITSCH PRODUCTION. CAST INCLUDES POLA NEGRI, ROD LA ROCQUE, ADOLPHE MENJOU, PAULINE STARKE. FROM THE PLAY, “THE CZARINA,” BY LAJOS BIRO AND MENYHERT LENGVEL. A PARAMOUNT PICTURE.....LENGTH, (U)
- SEP. 21.—“MISS BLUEBEARD.”** FROM AVERY HOPWOOD’S PLAY “LITTLE MISS BLUEBEARD,” ADAPTED FROM A COMEDY BY GABRIEL DREGELY. CAST INCLUDES BEBE DANIELS, ROBERT FRAZER, KENNETH MACKENNA, RAYMOND GRIFFITH. DIRECTED BY FRANK TUTTLE. A PARAMOUNT PICTURE (U) LENGTH, 6,419
- SEP. 24.—“LOCKED DOORS.”** A WILLIAM DE MILLE PRODUCTION. CAST INCLUDES BETTY COMPSO, THEODORE ROBERTS, KATHLYN WILLIAMS, THEODOR VON ELTZ, ROBERT EDESON. BY CLARA BERANGER. A PARAMOUNT PICTURE.....LENGTH, 6,341 (A)
- SEP. 28.—“A SAINTED DEVIL.”** BY REX BEACH. CAST INCLUDES RUDOLPH VALENTINO, NITA NALDI, HELEN D’ALGY, DAGMAR GODOWSKY. A JOSEPH HENABERY PRODUCTION. ADAPTED BY FORREST HALSEY FROM THE STORY “ROPE’S END.” A PARAMOUNT PICTURE.....LENGTH, 7,700 (U)
- OCT. 5.—“FORTY WINKS.”** CAST INCLUDES VIOLA DANA, THEODORE ROBERTS, RAYMOND GRIFFITH, CYRIL CHADWICK. FROM THE PLAY “LORD CHUMLEY,” BY DAVID BELASCO AND HENRY C. DE MILLE. DIRECTED BY FRANK URSON AND PAUL IRIBE. A PARAMOUNT PICTURE.....LENGTH, 6,117 (U)
- OCT. 12.—“WAGES OF VIRTUE.”** AN ALLAN DWAN PRODUCTION. CAST INCLUDES GLORIA SWANSON, BEN LYON (COURTESY FIRST NATIONAL PICTURES), NORMAN TREVOR, IVAN LINOW. BY PERCIVAL WREN. A PARAMOUNT PICTURE.....LENGTH, 6,781 (U)
- OCT. 19.—“THE DEVIL’S CARGO.”** A VICTOR FLEMING PRODUCTION. CAST INCLUDES PAULINE STARKE, WALLACE BEERY, WILLIAM COLLIER, JR., CLAIRE ADAMS. FROM THE STORY BY CHARLES E. WHITTAKER. A PARAMOUNT PICTURE.....LENGTH, 7,378 (U)
- OCT. 22.—“CONTRABAND.”** AN ALAN CROSLAND PRODUCTION. CAST INCLUDES LOIS WILSON, NOAH BEERY, RAYMOND HATTON AND RAYMOND MCKEE. FROM THE NOVEL BY CLARENCE BUDINGTON KELLAND. A PARAMOUNT PICTURE.....LENGTH, 8,848 (A)
- OCT. 26.—“MEN.”** A DIMITRI BUCHOWETZKI PRODUCTION. CAST INCLUDES POLA NEGRI, ROBERT W. FRAZER, ROBERT EDESON, JOSEPH SWICKARD. FROM THE STORY BY DIMITRI BUCHOWETZKI. A PARAMOUNT PICTURE.....LENGTH, 6,065 (A)
- NOV. 2.—“THE BORDER LEGION.”** BY ZANE GREY. CAST INCLUDES ANTONIO MORENO, HELENE CHADWICK, ROCKCLIFFE FELLOWES, GIBSON GOWLAND. DIRECTED BY WILLIAM K. HOWARD. A PARAMOUNT PICTURE.....LENGTH, 6,909 (A)
- NOV. 9.—“THE GOLDEN BED.”** CECIL B. DE MILLE’S PRODUCTION. CAST INCLUDES ROD LA ROCQUE, VERA REYNOLDS, LILLIAN RICH, WARNER BAXTER, THEODORE KOSLOFF, JULIA FAYE. BASED ON THE NOVEL BY WALLACE IRWIN. A PARAMOUNT PICTURE.....LENGTH, 8,400 (A)

NOV. 16.—“NORTH OF 36.” (THE LONDON PAVILION SUCCESS.) THE COMPANION PICTURE TO “THE COVERED WAGON.” AN IRVIN WILLAT PRODUCTION. CAST INCLUDES JACK HOLT, ERNEST TORRENCE, LOIS WILSON, NOAH BEERY. FROM THE FAMOUS NOVEL BY EMERSON HOUGH. A PARAMOUNT PICTURE. LENGTH,



1925-26 RELEASES (CONTINUED FROM PAGE SEVENTEEN)

Feet

- NOV. 16.—“THE TOP OF THE WORLD.”** A GEORGE MELFORD PRODUCTION. CAST INCLUDES ANNA Q. NILSSON, JAMES KIRKWOOD, RAYMOND HATTON, SHELDON LEWIS. FROM THE NOVEL OF ETHEL M. DELL. A PARAMOUNT PICTURE.....LENGTH, 7,100 (U)
- NOV. 19.—“TO-MORROW’S LOVE.”** CAST INCLUDES AGNES AYRES, PAT O’MALLEY, RAYMOND HATTON, JANE WINTON. FROM THE STORY, “INTERLOCUTORY,” BY CHARLES BRACKETT. DIRECTED BY PAUL BERN. A PARAMOUNT PICTURE.....LENGTH, 5,961 (U)
- NOV. 23.—“THE SWAN.”** A DIMITRI BUCHOWETZKI PRODUCTION. CAST INCLUDES ADOLPHE MENJOU, RICARDO CORTEZ, FRANCES HOWARD, IDA WATERMAN. FROM THE PLAY BY FERENC MOLNAR. A PARAMOUNT PICTURE.....LENGTH, 5,811 (U)
- NOV. 30.—“COMING THROUGH.”** CAST INCLUDES THOMAS MEIGHAN, LILA LEE, JOHN MILTERN, WALLACE BEERY. FROM THE NOVEL “BED ROCK,” BY JACK BETHEA. DIRECTED BY PAUL SCHOFIELD. A PARAMOUNT PICTURE.....LENGTH,
- DEC. 7.—“SACKCLOTH AND SCARLET.”** A HENRY KING PRODUCTION. CAST INCLUDES ALICE TERRY, ORVILLE CALDWELL, DOROTHY SEBASTIAN, KATHLEEN KIRKHAM. FROM THE NOVEL BY GEORGE GIBBS. A PARAMOUNT PICTURE.....LENGTH,
- DEC. 14.—“EAST OF SUEZ.”** A RAOUL WALSH PRODUCTION. CAST INCLUDES POLA NEGRI, EDMUND LOWE, ROCKCLIFFE FELLOWES, NOAH BEERY. FROM THE WEST END SUCCESS BY W. SOMERSET MAUGHAM. A PARAMOUNT PICTURE.....LENGTH,
- DEC. 21.—“TOO MANY KISSES.”** CAST INCLUDES RICHARD DIX, FRANCES HOWARD, WILLIAM POWELL, FRANK CURRIER. FROM THE STORY “A MAKER OF GESTURES” BY JOHN MONK SAUNDERS. DIRECTED BY PAUL SLOANE. A PARAMOUNT PICTURE.....LENGTH,
- DEC. 24.—“THE GOOSE HANGS HIGH.”** A JAMES CRUZE PRODUCTION. CAST INCLUDES CONSTANCE BENNETT, MYRTLE STEDMAN, GEORGE IRVING, ESTHER RALSTON. FROM THE NEW YORK DRAMATIC SUCCESS BY LEWIS BEACH. A PARAMOUNT PICTURE.....LENGTH.
- DEC. 28.—“NEW LIVES FOR OLD.”** CAST INCLUDES BETTY COMPSON, WALLACE MACDONALD, THEODORE KOSLOFF, SHELDON LEWIS. BY ADELAIDE HEILBRON. DIRECTED BY CLARENCE BADGER. A PARAMOUNT PICTURE.....LENGTH,

DEC. 28.—“PETER PAN.” (THE LONDON PAVILION SUCCESS.) A HERBERT BRENON PRODUCTION OF J. M. BARRIE’S FAMOUS PLAY. CAST INCLUDES BETTY BRONSON, ERNEST TORRENCE, CYRIL CHADWICK, ESTHER RALSTON, MARY BRIAN. A PARAMOUNT PICTURE. LENGTH,

PARAMOUNT PRODUCTIONS

FOR THE

RELEASING YEAR, SEPT., 1924-25

PROVINCIAL RELEASE DATES TWO WEEKS LATER THAN BELOW.



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Suggestions
in
Issue dated
1924

- 1925**
JAN. 26.—“FLAMING BARRIERS.” A GEORGE MELFORD PRODUCTION. CAST INCLUDES JACQUELINE LOGAN, ANTONIO MORENO, WALTER HIER, CHARLES OGLE. BY BYRON MORGAN. A PARAMOUNT PICTURE.....LENGTH, 5,769 (U)
- FEB. 2.—“THE FIGHTING COWARD.”** A JAMES CRUZE PRODUCTION. CAST INCLUDES ERNEST TORRENCE, MARY ASTOR, NOAH BEERY, PHYLLIS HAVER AND CULLEN LANDIS. FROM THE PLAY “MAGNOLIA,” BY BOOTH TARKINGTON. A PARAMOUNT PICTURE.....LENGTH, 6,421 (A)
- FEB. 9.—“THE HUMMING BIRD.”** A SIDNEY OLCOOTT PRODUCTION. CAST INCLUDES GLORIA SWANSON, EDWARD BURNS, WILLIAM RICCARDI, MARIO MAJERONI. FROM THE PLAY BY MAUDE FULTON. A PARAMOUNT PICTURE.....LENGTH, 7,248 (A)

Feet

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Jan. 3

„ 10



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1925 1924-25 RELEASES (CONTINUED FROM PAGE EIGHTEEN)

Feet

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1924

FEB. 16.—“WANDERER OF THE WASTELAND.” (THE LONDON PAVILION SUCCESS.) BY ZANE GREY. AN IRVIN WILLAT PRODUCTION. CAST INCLUDES JACK HOLT, KATHLYN WILLIAMS, NOAH BEERY AND BILLIE DOVE. A PARAMOUNT PRODUCTION.....LENGTH, 5,760

Jan. 17

FEB. 16.—“THE GUILTY ONE.” A JOSEPH HENABERY PRODUCTION. CAST INCLUDES AGNES AYRES, EDWARD BURNS, STANLEY TAYLOR, GRAUFORD KENT. FROM THE PLAY BY MICHAEL MORTON AND PETER TRAILL. A PARAMOUNT PICTURE.....LENGTH, 5,228 (A)

,, 24

FEB. 19.—“THE DAWN OF A TO-MORROW.” A GEORGE MELFORD PRODUCTION. CAST INCLUDES JACQUELINE LOGAN, DAVID TORRENCE, RAYMOND GRIFFITH, ROLAND BOTTOMLY. FROM THE NOVEL AND PLAY BY FRANCES HODGSON BURNETT. A PARAMOUNT PICTURE.....LENGTH, 6,051 (A)

,, 24

FEB. 23.—“THE BREAKING POINT.” A HERBERT BRENON PRODUCTION. CAST INCLUDES NITA NALDI, PATSY RUTH MILLER, GEORGE FAWCETT, MATT MOORE. FROM THE NOVEL AND PLAY BY MARY ROBERTS RINEHART. A PARAMOUNT PICTURE.....LENGTH, 5,647 (A)

,, 31

MAR. 2.—“THE CONFIDENCE MAN.” CAST INCLUDES THOMAS MEIGHAN, VIRGINIA VALLI, LAURENCE WHEAT, CHARLES DOW CLARK. FROM THE STORY BY LAURIE YORK ERSKINE AND ROBERT H. DAVIS. DIRECTED BY VICTOR HEERMAN. A PARAMOUNT PICTURE.....LENGTH, 7,243 (A)

Feb. 7

MAR. 9.—“THE ENEMY SEX.” A JAMES CRUZE PRODUCTION. CAST INCLUDES BETTY COMPSO, PERCY MARMONT, KATHLYN WILLIAMS, HUNTLY GORDON. FROM THE NOVEL, “THE SALAMANDER,” BY OWEN JOHNSON. A PARAMOUNT PICTURE.....LENGTH, 7,949 (A)

,, 14

MAR. 16.—“THE MORAL SINNER.” A RALPH INCE PRODUCTION. CAST INCLUDES DOROTHY DALTON, JAMES RENNIE, ALPHONZ ETHIER, FREDERICK LEWIS. FROM THE PLAY, “LEAH KLESCHNA,” BY C. M. S. McLELLAN. A PARAMOUNT PICTURE.....LENGTH, 5,443 (A)

,, 21

MAR. 19.—“THE OPPRESSED.” DIRECTED BY HENRY ROUSSELL. CAST INCLUDES RAQUEL MELLER, MARCEL VIBART, ANDRE ROANNE, ALBERT BRAS. BY HENRY ROUSSELL. SOCIETE PARAMOUNT FRANCAISE. A WILLIAM ELLIOTT PRODUCTION.....LENGTH, 7,930 (U)

,, 28

MAR. 23.—“CODE OF THE SEA.” A VICTOR FLEMING PRODUCTION. CAST INCLUDES ROD LA ROCQUE, JACQUELINE LOGAN, GEORGE FAWCETT MAURICE FLYNN. FROM THE STORY BY BYRON MORGAN. A PARAMOUNT PICTURE.....LENGTH, 5,827 (U)

Feb. 28

MAR. 30.—“MONSIEUR BEAUCAIRE.” A SIDNEY OLCOTT PRODUCTION. CAST INCLUDES RUDOLPH VALENTINO, BEBE DANIELS, LOIS WILSON, DORIS KENYON, LOWELL SHERMAN. FROM THE NOVEL BY BOOTH TARKINGTON AND THE PLAY BY BOOTH TARKINGTON AND EVELYN GREEN-LEAF SUTHERLAND. A PARAMOUNT PRODUCTION.....LENGTH, 9,859

See Special
Booklet

MAR. 30.—“THE FOUR-FLUSHER.” A SAM WOOD PRODUCTION. CAST INCLUDES AGNES AYRES, ANTONIO MORENO, E. H. CALVERT, CLARENCE BURTON. FROM THE STORY BY RITA WEIMAN AND JOSEPHINE L. QUIRK. A PARAMOUNT PICTURE.....LENGTH, 5,450 (U)

Mar. 7

APR. 6.—“CHANGING HUSBANDS.” SUPERVISED BY CECIL B. DE MILLE. CAST INCLUDES LEATRICE JOY, VICTOR VARGONI, RAYMOND GRIFFITH, ZASU PITTS. FROM THE STORY BY ELIZABETH ALEXANDER. DIRECTED BY FRANK URSON AND PAUL IRIBE. A PARAMOUNT PICTURE.....LENGTH, 6,824 (U)

,, 7

APR. 13.—“LILY OF THE DUST.” CAST INCLUDES POLA NEGRİ, BEN LYON, NOAH BEERY, RAYMOND GRIFFITH. A DIMITRI BUCHOWETZKI PRODUCTION. FROM A NOVEL BY HERMANN SUDERMANN AND A PLAY BY EDWARD SHELDON. A PARAMOUNT PICTURE.....LENGTH, 6,200 (A)

,, 14



1925	1924-25 RELEASES (CONTINUED FROM PAGE NINETEEN)	Feet	Advertising Suggestions in Issue dated
APR. 20.—	"TIGER LOVE." A GEORGE MELFORD PRODUCTION. CAST INCLUDES ANTONIO MORENO, ESTELLE TAYLOR, G. RAYMOND NYE, MANUEL CAMERE. ADAPTED FROM "EL GATO MONTES," BY MANUEL PENELLA. A PARAMOUNT PICTURE.....LENGTH, 5,089	(U)	Mar. 21
APR. 23.—	"THE BEDROOM WINDOW." A WILLIAM DE MILLE PRODUCTION. CAST INCLUDES MAY MCAVOY, MALCOLM MACGREGOR, RICARDO CORTEZ, ROBERT EDESON, GEORGE FAWCETT, ETHEL WALES. BY CLARA BERANGER. A PARAMOUNT PICTURE.....LENGTH 6,600	(A)	,, 21
APR. 27.—	"THE SIDE SHOW OF LIFE." A HERBERT BRENON PRODUCTION. CAST INCLUDES ERNEST TORRENCE, ANNA Q. NILSSON, LOUISE LAGRANGE, MAURICE CANON. FROM WILLIAM J. LOCKE'S FAMOUS NOVEL, "THE MOUNTEBANK," AND THE PLAY BY ERNEST DENNY. A PARAMOUNT PICTURE.....LENGTH, 7,500	(U)	,, 28
MAY 4.—	"UNGUARDED WOMEN." AN ALAN CROSLAND PRODUCTION. CAST INCLUDES BEBE DANIELS, RICHARD DIX, MARY ASTOR, WALTER MCGRILL. FROM THE SATURDAY EVENING POST STORY, "FACE," BY LUCY STONE TERRILL. A PARAMOUNT PICTURE.....LENGTH, 6,000	(A)	Apr. 4
MAY 11.—	"TRIUMPH." CECIL B. DE MILLE'S PRODUCTION. CAST INCLUDES LEATRICE JOY, ROD LA ROCQUE, VICTOR VARCONI, CHARLES OGLE. BY MAY EDGINTON. A PARAMOUNT PICTURE.....LENGTH, 8,200	(U)	,, 11
MAY 18.—	"THE FEMALE." A SAM WOOD PRODUCTION. CAST INCLUDES BETTY COMPSON, WARNER BAXTER, NOAH BEERY, DOROTHY CUMMING. FROM THE CYNTHIA STOCKLEY STORY, "DALLA, THE LION CUB." A PARAMOUNT PICTURE.....LENGTH, 6,100	(U)	,, 18
MAY 21.—	"THE MAN WHO FIGHTS ALONE." A WALLACE WORSLEY PRODUCTION. CAST INCLUDES WILLIAM FARNUM, LOIS WILSON, EDWARD EVERETT HORTON, LIONEL BELMORE. FROM THE STORY BY WILLIAM BLACKIE AND JAMES SHELLEY HAMILTON. A PARAMOUNT PICTURE..LENGTH, 6,182	(U)	,, 18
MAY 25.—	"THE LIGHT THAT FAILED." A GEORGE MELFORD PRODUCTION. CAST INCLUDES JACQUELINE LOGAN, PERCY MARMONT, SIGRID HOLMQUIST, DAVID TORRENCE. FROM RUDYARD KIPLING'S FAMOUS NOVEL. A PARAMOUNT PICTURE.....LENGTH, 6,706	(U)	,, 25
JUNE 1.—	"THE ALASKAN." CAST INCLUDES THOMAS MEIGHAN, ESTELLE TAYLOR, JOHN SAINPOLIS, ANNA MAY WONG. B. JAMES OLIVER CURWOOD. A HERBERT BRENON PRODUCTION. A PARAMOUNT PICTURE.....LENGTH, 6,700	(U)	May 2
JUNE 8.—	"MANHANDLED." AN ALLAN DWAN PRODUCTION. CAST INCLUDES GLORIA SWANSON, TOM MOORE, FRANK MORGAN, LILYAN TASHMAN. FROM THE STORY BY ARTHUR STRINGER. A PARAMOUNT PICTURE.....LENGTH, 6,628	(A)	,, 9
JUNE 15.—	"MERTON OF THE MOVIES." A JAMES CRUZE PRODUCTION. CAST INCLUDES GLENN HUNTER, VIOLA DANA, DE WITT JENNINGS, ELLIOTT ROTH. FROM THE STORY BY HARRY LEON WILSON AND THE WEST END SUCCESS BY GEORGE S. KAUFMAN AND MARC CONNELLY. A PARAMOUNT PICTURE.....LENGTH, 7,497	(U)	,, 16
JUNE 18.—	"WITHOUT WARNING." AN IRVIN WILLAT PRODUCTION. CAST INCLUDES AGNES AYRES, ANTONIO MORENO, TYRONE POWER, LOUIS WOLHEIM. BY ARTHUR STRINGER. A PARAMOUNT PICTURE.....LENGTH, 5,902	(U)	,, 23
JUNE 22.—	"SINNERS IN HEAVEN." AN ALAN CROSLAND PRODUCTION. CAST INCLUDES BEBE DANIELS, RICHARD DIX, HOLMES HERBERT, FLORENCE BILLINGS. FROM THE NOVEL BY CLIVE ARDEN. A PARAMOUNT PICTURE.....LENGTH, 6,750	(A)	,, 23
JUNE 29.—	"THE CITY THAT NEVER SLEEPS." A JAMES CRUZE PRODUCTION. CAST INCLUDES RICARDO CORTEZ, LOUISE DRESSER, KATHLYN WILLIAMS, VIRGINIA LEE CORBIN. ADAPTED FROM "MOTHER O'DAY" BY LEROY SCOTT. A PARAMOUNT PICTURE.....LENGTH, 5,885	(A)	,, 30

1924-25 RELEASES (CONTINUED FROM PAGE TWENTY)

1925

FREIGHT

Advertising
Suggestions
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Issue dated
June 6

- JULY 6.—“EMPTY HANDS.”** A VICTOR FLEMING PRODUCTION. CAST INCLUDES JACK HOLT, NORMA SHEARER, CHARLES CLARY, HAZEL KEENER. FROM THE NOVEL BY ARTHUR STRINGER. A PARAMOUNT PICTURE.....LENGTH, 6,867 (U)
- JULY 13.—“FEET OF CLAY.”** CECIL B. DE MILLE'S PRODUCTION. CAST INCLUDES ROD LA ROCQUE, VERA REYNOLDS, VICTOR VARCONI, RICARDO CORTEZ, JULIA FAYE, ROBERT EDESON. FROM THE NOVEL BY MARGARETTA TUTTLE. A PARAMOUNT PICTURE.....LENGTH, 9,000 (A) ” 13
- JULY 20.—“DANGEROUS MONEY.”** CAST INCLUDES BEBE DANIELS, TOM MOORE, WILLIAM POWELL, DOLORES CASSINELLI. BY JOHN RUSSELL. BASED ON ROBERT HERRICK'S NOVEL, “CLARK'S FIELD.” DIRECTED BY FRANK TUTTLE. A PARAMOUNT PICTURE.....LENGTH, 6,810 (U) ” 20
- JULY 23.—“WORLDLY GOODS.”** CAST INCLUDES AGNES AYRES, PAT O'MALLEY, VICTOR VARCONI, EDYTHE CHAPMAN. FROM THE NOVEL BY SOPHIE KERR. DIRECTED BY PAUL BERN. A PARAMOUNT PICTURE.....LENGTH, 6,040 (U) ” 27
- JULY 27.—“MANHATTAN.”** BASED ON “THE DEFINITE OBJECT,” BY JEFFREY FARNOL. CAST INCLUDES RICHARD DIX, JACQUELINE LOGAN, GREGORY KELLY, GEORGE SIEGMANN. DIRECTED BY R. H. BURNSIDE. A PARAMOUNT PICTURE.....LENGTH, 6,329 (A)
- AUG. 3.—“ARGENTINE LOVE.”** AN ALLAN DWAN PRODUCTION. CAST INCLUDES BEBE DANIELS, RICARDO CORTEZ, JAMES RENNIE, MARIO MAJERONI. FROM THE STORY BY VICENTE BLASCO IBANEZ. A PARAMOUNT PICTURE.....LENGTH, 5,507 (U)
- AUG. 10.—“HER LOVE STORY.”** AN ALLAN DWAN PRODUCTION. CAST INCLUDES GLORIA SWANSON, IAN KEITH, GEORGE FAWCETT, ECHLIN GAYER, BY MARY ROBERTS RINEHART. A PARAMOUNT PICTURE.....LENGTH, 5,710 (U)
- AUG. 17.—“TONGUES OF FLAME.”** A JOSEPH HENABERY PRODUCTION. CAST INCLUDES THOMAS MEIGHAN, BESSIE LOVE, EILEEN PERCY, BURTON CHURCHILL. FROM THE STORY BY PETER CLARK MACFARLANE. A PARAMOUNT PICTURE.....LENGTH, 6,742 (U)
- AUG. 24.—“THE GARDEN OF WEEDS.”** A JAMES CRUZE PRODUCTION. CAST INCLUDES BETTY COMPSO, ROCKCLIFFE FELLOWES, WARNER BAXTER, CHARLES OGLE. FROM THE PLAY BY LEON GORDON AND DORIS MARQUETTE. A PARAMOUNT PICTURE.....LENGTH, 5,797 (A)
- AUG. 31.—“A MAN MUST LIVE.”** CAST INCLUDES RICHARD DIX, JACQUELINE LOGAN, GEORGE NASH, EDNA MURPHY. BASED ON “JUNGLE LAW,” BY I. A. R. WYLIE. DIRECTED BY PAUL SLOANE. A PARAMOUNT PICTURE.....LENGTH, 5,041 (U)

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Paramount
SERVICE

VOL 3 SAT. JUNE 27 1925 NO 26



ADOLPH ZUKOR & JESSE L. LASKY
present

THOMAS MEIGHAN
IN
"Coming Through"
With LILA LEE

*From the novel
"Bed Rock" by
Jack Beirne
Screen play by Paul Schofield
Directed by Edward Sutherland
A Paramount Picture*



PARTICULARS OF
ADVERTISING LAYOUTS
WILL BE FOUND ON PAGE ONE

Paramount
SERVICE

VOL. 7, SAT. AUG. 23, 1924, N° 34

ADOLPH ZUKOR and JESSE L. LASKY PRESENT

A SAM WOOD PRODUCTION

KATE JORDAN'S

"The NEXT CORNER"

with

CONWAY TEARLE · LON CHANEY

DOROTHY MACKAIL · RICARDO CORTÉZ

and LOUISE DRESSER

From the novel and play by Kate Jordan

Scenario by Monte Katterjohn

A Paramount Picture

FAMOUS LASKY FILM SERVICE LTD.
LONDON

Personal Talks



A first-class theatre should breathe an atmosphere of inconspicuous refinement. It should offer a service that is distinctive, yet not obtrusive.

A truly successful manager is the one whose theatre is considered the dominant theatre in a community. His theatre is accorded first place because of the spirit that dominates the employees, because his advertising invites confidence, and because the service that is offered to patrons stands supreme, in his community.

A theatre that carries with it an atmosphere of gloom cannot be successful. Theatre-goers are looking for diversion and happiness. Therefore it is not surprising that they will give the Gloom Theatre absent treatment. What we need most in any theatre is good cheer—a smile-atmosphere will gladden a patron for an entire performance.

Above all, no theatre can be successful with a "Public-be-damned" policy. It doesn't belong any more, anywhere. The day is past when uncouth ushers can chew the rag, and gum. Ushers must be at their post, they must be neat, properly uniformed, shoes shined, with a smile of confidence on their faces. No manager should overlook the fact that the attaches of his theatre play an extremely important part in making it

successful, or otherwise. It is the ushers, door-man or cashier who can make a friend of any patron. More good-will can be created by the attaches than by any other point of contact with your theatre. These employees are truly your representatives, and to most of your patrons, they are the only representatives with whom they come in contact.

No employee has any right to invite a dispute with a patron, regardless of the cause. Marshall Field adopted the maxim long ago that "The customer is always right." Your employees must realize that the theatre is operated for the patron, and not for the employee, and that it is his or her special privilege to act towards every patron as host or hostess.

There should be a hospitality apparent the moment a patron enters the door of your theatre—not insincere, counterfeit courtesy. A good manager cultivates among his staff a genuine spirit of hospitality and encourages a sunny disposition by setting a good example himself.

A service such as this will sell your theatre to the public more than anything else.

Harve H. Hanslin
Director of Theatres

Noted 12/27/2014 D.W.



AUG. 23, 1924

Paramount
Service

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THIS WEEK'S TRADE SHOWS



LONDON. Shaftesbury Pavilion, at 11 a.m.	Tue., Aug. 26	A Sam Wood Production, Kate Jordan's "THE NEXT CORNER."
GLASGOW. New Savoy, at 11 a.m.	Wed., Aug. 27	"THE STRANGER," with Betty Compson, Richard Dix, Lewis Stone and Tully Marshall.
LEEDS. Majestic Theatre, at 11 a.m.	Tue., Aug. 26	A Sam Wood Production, Kate Jordan's "THE NEXT CORNER."
SHEFFIELD. Cinema House, Fargate, at 11 a.m.	Wed., Aug. 27	A Sam Wood Production, Kate Jordan's "THE NEXT CORNER."
MANCHESTER. Theatre Royal, at 11 a.m.	Tue., Aug. 26	A Sam Wood Production, Kate Jordan's "THE NEXT CORNER."
CARDIFF. Park Hall, 11.15 a.m.	Fri., Aug. 29	"THE STRANGER," with Betty Compson, Richard Dix, Lewis Stone and Tully Marshall.
NEWCASTLE. New Pavilion, at 11 a.m.	Fri., Aug. 29	"THE STRANGER," with Betty Compson, Richard Dix, Lewis Stone and Tully Marshall.
LIVERPOOL. Scala Theatre, at 11 a.m.	Fri., Aug. 29	A Sam Wood Production, Kate Jordan's "THE NEXT CORNER."
BIRMINGHAM. Futurist Theatre, at 11 a.m.	Fri., Aug. 29	A Sam Wood Production, Kate Jordan's "THE NEXT CORNER."
NOTTINGHAM. Elite Theatre, at 11 a.m.	Tue., Aug. 26	"THE STRANGER," with Betty Compson, Richard Dix, Lewis Stone and Tully Marshall.

NEXT WEEK'S TRADE SHOWS

LONDON. Shaftesbury Pavilion, at 11 a.m.	Tue., Sept. 2	THOMAS MEIGHAN in a George Ade story, "OUR LEADING CITIZEN."
GLASGOW. La Scala, at 11 a.m.	Wed., Sept. 3	A Sam Wood Production. Kate Jordan's "THE NEXT CORNER."
LEEDS. Majestic Theatre, 11 a.m.	Tue., Sept. 2	THOMAS MEIGHAN in a George Ade story, "OUR LEADING CITIZEN."
SHEFFIELD. Cinema House, Fargate, at 11 a.m.	Wed., Sept. 3	THOMAS MEIGHAN in a George Ade story, "OUR LEADING CITIZEN."
MANCHESTER. Theatre Royal, at 11 a.m.	Tue., Sept. 2	THOMAS MEIGHAN in a George Ade story, "OUR LEADING CITIZEN."
CARDIFF. 16, Priory Street at 11.15 a.m.	Fri., Sept. 5	A Sam Wood Production. Kate Jordan's "THE NEXT CORNER."
NEWCASTLE. New Pavilion Theat., 11 a.m.	Fri., Sept. 5	A Sam Wood Production. Kate Jordan's "THE NEXT CORNER."
LIVERPOOL. Scala Theatre, at 11 a.m.	Fri., Sept. 5	THOMAS MEIGHAN in a George Ade story, "OUR LEADING CITIZEN."
BIRMINGHAM. Futurist Theatre, at 11 a.m.	Fri., Sept. 5	THOMAS MEIGHAN in a George Ade story, "OUR LEADING CITIZEN."
NOTTINGHAM. Elite Theatre, at 11 a.m.	Tue., Sept. 2	A Sam Wood Production. Kate Jordan's "THE NEXT CORNER."



Scenes from
"The Next Corner"





AUG. 23, 1924

Paramount
Service
PAGE 8

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

A SAM WOOD PRODUCTION

KATE JORDAN'S

THE NEXT CORNER

WITH

**CONWAY TEARLE, LON CHANEY,
DOROTHY MACKAILL, RICARDO CORTEZ
AND LOUISE DRESSER.**

FROM THE NOVEL AND PLAY BY KATE JORDAN.

WRITTEN FOR THE SCREEN BY MONTE M. KATTERJOHN.

A PARAMOUNT PICTURE.

RELEASED: DEC. 29TH, 1924

THE CAST.

Robert Maury Conway Tearle
Serafin Lon Chaney
Elsie Maury Dorothy Mackaill
Don Arturo Ricardo Cortez
Elsie's Mother Louise Dresser
Countess Longueval Mdme. Radzina
Paula Vrain Dorothy Cumming

THE STORY.

WHEN Robert Maury, an American engineer, is called to the Argentine on urgent business, he has to leave his young wife, Elsie, in Paris with her mother, a concert singer. While her mother is away on tour, Elsie is introduced to the Countess Longueval, leader of a smart Parisian set, and at her house meets Don Arturo, a Spanish grandee. Arturo's devotion to Elsie is marked by Paula Vrain, once the only star in the Spaniard's sky, who takes Elsie under her wing, encourages her to make up and dress more fashionably, and brings her out as a popular hostess.

Elsie drifts into friendship with Arturo, but when he kisses her on their return from an outing she becomes alarmed, and says they must not meet again. Arturo appeals to Paula to help him, and she, realising that he must run his new passion to earth, consents to persuade Elsie to go with her to El Miradero, Arturo's hunting lodge in the Pyrenees, and then leave the field to him. Robert returns sooner than he is expected, and is so shocked by the change in Elsie that he greets her coldly. Then comes Paula with her invitation to Arturo's "house party." Elsie refuses, but Robert says he must go to London, and there is no reason why Elsie should not accept.

Elsie arranges to meet Paula at Bordeaux, but Paula is not at the rendezvous, and Elsie goes on to El Miradero with Serafin, Arturo's foster brother and steward. She is vaguely alarmed when she sees the dinner table laid for only three, and finds that Paula has not yet arrived. Arturo confesses that there is no house party, and Elsie says she must leave at once. But Arturo opens a window and shows her that a great storm is sweeping the mountain side. She has to stay, and after a time she yields to Arturo's ardent love making. She insists on writing a letter of confession to Robert, although Arturo tries to dissuade her, and leaves it for her lover to seal. Arturo hands the letter to Serafin to post, burns a packet of old love letters, then takes Elsie in his arms. But a sinister shadow appears on the wall, and a cloaked stranger enters. He points an accusing finger at Arturo, and says, "My daughter has been in her grave a month now—with her baby." Elsie shrinks back appalled from the man she thought she loved. The next minute he is lying dead, shot by the avenging father.

In the grey dawn Elsie is escorted to the coach by Serafin, who declares

his love for her and says that he always meant to assume Arturo's responsibility when the nobleman had tired of her. Elsie indignantly repulses him and he leaves her, saying that she will see him again. Back in Paris, Elsie makes a full confession to her mother, and says she is going away before her husband returns. Her mother tries to persuade her to stay, saying that Robert is already back, and if Elsie loves him they can still be happy together. When Robert comes, Elsie tells him that things can never be the same as before. Robert asks her to go to the Argentine with him, not as his wife but as a sister, and she consents.

In the Argentine, Elsie would be happy but for the dread of the fatal letter turning up. At last, when she is beginning to think the menace has passed, Serafin comes with the letter, which he had kept instead of posting, and offers it to her—at a price. Elsie bitterly reproaches him, saying he is less than a man, and Serafin goes, leaving the letter with her.

When Robert comes in, Elsie says she has something to tell him. He says he does not want to hear, but she insists on making her confession. When she tells him of Serafin's part in the story, Robert leaves her abruptly, and Elsie, thinking he can never forgive her, sadly makes her preparations for departure. Robert rides to the inn and inquires for the stranger. The innkeeper says that the man has just shot himself in the garden. Robert lends the innkeeper his horse, tells him to notify the authorities, and prepares to walk home. But Elsie has just reached the inn in her car. Robert gets in and tells the chauffeur to return. Elsie gives Robert the letter and begs him to read it. Robert opens it, but finds only blank paper, and Elsie realises that Arturo must have burnt her confession with his old love letters. She asks Robert if he can forgive her, and as he takes her in his arms he answers, "Like the letter that tortured you, it was nothing at all."

"The screen's high of spectacular"

THE **Morning Post**

"More wonderful effects have never been gained on the screen."

The Lady

"The production is startling, staggering, superb, stunning, super-super! It is the last word in grandeur."

NEWS OF THE WORLD.

"One of the most tremendous spectacular films ever seen on the screen."

THE SUNDAY NEWS

"One of the most remarkable films ever made."

Daily News

"Nothing finer has ever been seen on the screen. The miracle of the parting of the Red Sea is an astounding feat of cinematography."

Daily Express

"Its pictorial magnificence is overwhelming."
"The screen's high peak of spectacular splendour."

Woolwich Herald

"The story is a moving one culminating in a superb vindication of the might and majesty of those simple words that have formed the fundamental basis of all civilisation since three thousand years ago they were given to Israel."

Peak Splendour

DAILY EXPRESS

The Daily Mirror

"Sir Gerald du Maurier described the film as the most amazing he had ever seen, and Sir Percy Scott who was in an adjoining seat said he had not seen anything more wonderful in a theatre."



"This wonderful picture at the London Pavilion is causing a bigger sensation than anything of its kind that has preceded it. Thousands of people go to see it who have never been inside a theatre. Audiences sit aghast as the marvellous incidents from the book of Exodus are one after the other depicted on the screen by the genius of Cecil B. de Mille."

SUNDAY-PICTORIAL

"Magnificent in beauty, terrifying in realism, this must be the finest mass spectacle ever shown on the screen."

The People.

"Caused a gasp of astonishment."

THE REFEREE.

"Nothing so striking in the way of spectacle has been seen before as the 'Ten Commandments'."

Sunday Express

"The finest morality spectacle of the ages."

—And still more eulogies
of "THE TEN COMMANDMENTS"
from the London Press



Musical Accompaniment Arranged

By

HUGO RIESENFELD

ADOLPH ZUKOR AND JESSE L. LASKY

PRESENT

"The Covered Wagon"

A JAMES CRUZE PRODUCTION

Adapted by Jack Cunningham from the Novel
by Emerson Hough

A Paramount Production



FAMOUS PLAYERS-LASKY CORPORATION

RICHMOND-ROBBINS, INC.

1658 BROADWAY

Music Publishers

NEW YORK, N. Y.

MADE IN U.S.A.

*Don't fail to use "THE COVERED WAGON" Musical Score.
It will come with the Film. Hire Price, £1 per Week.*

The Scene of the Great Indian Fight.



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT A

JAMES CRUZE production

"The
COVERED WAGON

with **LOIS WILSON & J. WARREN KERRIGAN**
and an All Star Cast.

Adapted by Jack Cunningham from the novel by Emerson Hough

A Paramount Production

*"Daily Chronicle" says: "Any one of its half-dozen
exciting episodes would
make it worth seeing."*



FAMOUS-LASKY FILM SERVICE LTD.
"LONDON"



HOW TO EXPLOIT
THOMAS MEIGHAN
 IN
WOMAN PROOF

BY GEORGE ADE.
 DIRECTED BY ALFRED E. GREEN.
 A PARAMOUNT PICTURE.

LENGTH: 7,600 FEET.

RELEASED: SEPT. 22ND, 1924

THE CAST.

Tom Rockwood	Thomas Meighan
Louise Halliday	Lila Lee
Milo Bleech	John Sainpolis
Wilma Rockwood	Louise Dresser
Dick Rockwood	Robert Agnew
Violet Lynwood	Mary Astor
Cecil Updyke	Edgar Norton
Bill Burleigh	George O'Brien
Celeste Rockwood	Vera Reynolds
Col. Lynwood	Hardee Kirkland
Foreman	Mike Donlin

THE STORY.

JEFFERSON ROCKWOOD leaves a million dollars to each of his four children, provided they all marry within five years. Otherwise, the money is to found an Old People's Home. The two girls become engaged, and Dick, the younger boy, returns from England betrothed to Violet Lynwood. Only Tom shows no signs of complying with the terms of the will. He is a civil engineer, and is far more interested in his work than in women or money.

One day Tom's workmen are preparing to blow up an old cottage on the works. Tom sees a girl right in the danger zone. He rescues her in the nick of time, and, although he does not at first recognise her, he soon shows that he is not woman-proof after all. The girl is Louise Halliday, an old-time playmate of the four heirs, and ward of Milo Bleech, the lawyer who administers the Rockwood estate. The affair is watched with delight by Tom's brothers and sisters, for the allotted time is fast drawing to a close, but Bleech views its progress with dismay, for he will lose a comfortable income if the heirs marry and the estate is divided.

When Tom makes a formal request for Louise's hand, Bleech tells the girl that Tom wants to marry her to protect his own interests. This arouses her indignation, and when Tom calls she refuses to see him. Tom decides to take a holiday in Europe, and Colonel Lynwood makes his daughter break her engagement to Dick and prepare to return with him. Dick, his sisters, and Louise go to see them off. Louise does not get off the liner in time, and as she is searching for a gang plank she sees Tom. Explanations follow which reveal the treachery of Bleech, and Tom takes Louise to the captain, who promises to marry them at once. Then a stowaway is brought in—it is Dick, who had hidden in a boat. He and Violet are married, too, and Tom sends a wireless message to his sisters to get married at once, for it is the last day of the five-year period.

And the statue of old Jefferson Rockwood seems to smile in satisfaction.



SLIDE.

FOR THE LOCAL PAPER.

IS any man safe from the affections of feminine admirers? Is the inheritance of 1,000,000 dollars on one's wedding day really a help to Cupid where a nice girl is concerned? These and other questions are answered in Thomas Meighan's latest Paramount star picture "Woman-Proof," which will be shown at the Theatre next and



THOMAS MEIGHAN.

This Block will print on any kind of paper, and may be hired from our district office at a fee of 2/-.



The story, which was written by George Ade, noted humorist, is that of a civil engineer, whose father made a will stipulating that all his children must marry before they can inherit his huge fortune. Tom has two sisters and a brother, all of whom soon select mates, but Tom is too busy directing a huge engineering project to bother about love. The story opens with the brother and sisters and their prospective mates planning to induce Tom to marry. Meanwhile, young Rockwood accidentally falls in love, and is on the point of proposing marriage when complications arise.

Milo Bleech, an unscrupulous lawyer and the executor of the Rockwood estate, temporarily blocks the love romance of Tom and Louise Halliday, but matters are finally adjusted. Bleech is defeated, and the Rockwoods inherit the fortune. Lila Lee is the girl, and heads a strong supporting cast.

* * *

"Woman-Proof" is Paramount's new star vehicle for Thomas Meighan, which comes to the Theatre next The story was written by George Ade, noted American humorist. It tells of a will which stipulated that all the children of the deceased millionaire must marry and settle down before they can inherit the father's fortune. Thomas Meighan plays the rôle of the son who was considered by his brothers and sisters to be "woman-proof." Their efforts to induce him to select a mate form the basis of the humorous situations in the picture. Lila Lee heads a strong supporting cast.

* * *

"Woman-Proof!" Such was the boast of Tom Rockwood, played by Thomas Meighan in the Paramount picture of that name coming to the Theatre for a days' run on next. But is there such a man? Don't miss the picture. Lila Lee is leading lady.

PARS FOR THE PROGRAM:

THOMAS MEIGHAN in a George Ade story—you know what that means! A "crackerjack" rôle for the star; a barrel of real laughs; a bag of surprises; a picture without a flaw—another "Back Home and Broke."

* * *

Here it is—the companion picture to "Back Home and Broke." Same star, author and director. Same breezy fun, sharp satire and heart-appeal. Same brand of wholesome entertainment.

* * *

All the children had to marry before their father's millions could be distributed. But Bachelor Tom was "woman-proof!" Until——?

A "corking" story! Written especially for Meighan by America's foremost humorist.



Advert. Block as above (A), may be hired from our district office at a fee of 1/-

Other Advert. Blocks are illustrated on pages 12 and 13.

Have
you
placed
your
order
for
**"COVERED
WAGON"**
Publicity
Material?



Advert. Block as above (B), may be hired from our district office at a fee of 6d.





ADOLPH ZUKOR & JESSE L. LASKY PRESENT
A JOSEPH HENABERY
Production

"THE STRANGER"

WITH
BETTY COMPTON · RICHARD DIX
LEWIS STONE & TULLY MARSHALL

A free adaption of the story
"The First and the Last"
Written for the screen by Edfrid Bingham
A Paramount Picture

Released
Dec. 22nd 1924

 FAMOUS-LASKY FILM SERVICE LTD.
DEPARTMENT OF DISTRIBUTION FOR THE UNITED KINGDOM - LONDON - HEAD OFFICE




NAME OF THE THEATRE.

Another Meighan Hit!



HERE it is — the companion picture to "Back Home and Broke." Same star, author and director. Same breezy fun, sharp satire and heart - appeal. Same brand of wholesome entertainment.

Directed by
Alfred Green

THOMAS MEIGHAN

A
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR

IN
"Woman-Proof"

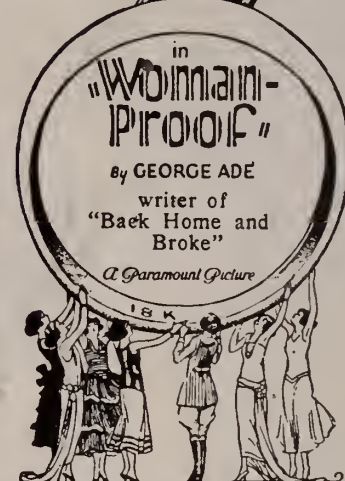
By GEORGE ADE



Advert. Block as above (C), may be hired from our district office at a fee of 4/-

NAME OF THEATRE.

ADOLPH ZUKOR PRESENTS THOMAS MEIGHAN



HATS off again to the star and author of "Back Home and Broke." "Woman-Proof" is another winner!

Advert. Block as above (D), may be hired from our district office at a fee of 2/-

OTHER ATTRACTIONS HIRL



AUG. 23, 1924

Paramount
Service
PAGE 13

NAME OF THE THEATRE.

He'd Not Be Any Girl's "Honey"

NO girl was going to sting him! No, sir! Then a beautiful little "zipper" came buzzing along and —! Ade's best story; Meighan's finest role.

ADOLPH ZUKOR PRESENTS

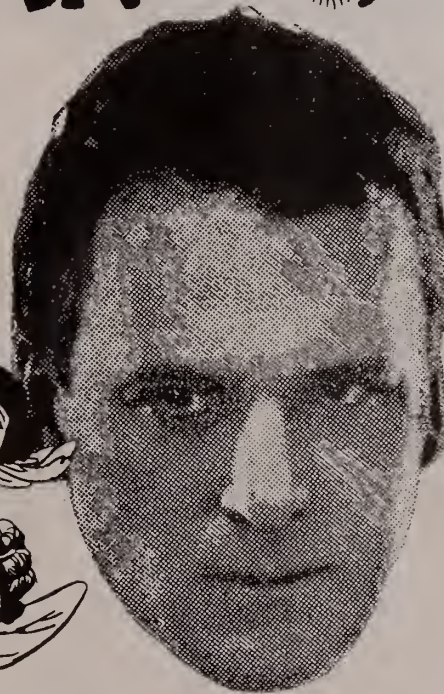
THOMAS MEIGHAN

IN

"Woman-in-Proof"

By

GEORGE ADE



Directed by Alfred Green

Cast includes Lila Lee

ADVERT. BLOCK AS ABOVE (E), MAY BE HIRED FROM OUR DISTRICT OFFICE
AT A FEE OF 8/-



MUSICAL SUGGESTIONS FOR WOMAN PROOF

Love Theme - "Just a Little Love Song" (Chorus only) - Cooper (Darewski)
Old Men Theme - Two Characteristic Themes, No. 1 - Roberts (Lafleur)

No. Title or Description.	Tempo.	Selection.
1. Open	Nice rom. mysterious	Cobweb Castle No. 4—Lehman (Chappell)
2. He went to*	Rom. sinister	Deux Pieces No. 2—Gracey (Curwen)
3. After nearly*	Light neutral rom.	Conversational—Noyes (Hawkes)
4. The oldest*	Burlesque	Un Peu D'Amour, Cello only—Silescu (Chappell)
5. Wilmas Dream*	Nice valse	Thoughts—Alford (Hawkes)
6. A Son named* Col Gadslee*	Nice light Burlesque	Old Kensington Suite No. 1—Sturdy (Bosworth) March Grotesque—Sinding (Fischer)
7. The youngest*	Bright number march	Three Light Pieces No. 3—Fletcher (Chappell)
8. Let us not*	Nice light	Cupid's Conspiracy Suite No. 1—Cowen (Williams)
9. While he toiled*	Nice light	Silver Lamps—Witcomb (Lafleur)
10. Wilma had her*	Light serious	Witches' Dance—McDowell (Bosworth)
11. Just across*	Nice light	Fleurette D'Amour—Fletcher (Hawkes)
12. Isaac Dirge*	Burlesque	Who Killed Cock Robin—Ketelby (Bosworth)
13. Flash to family party	Nice light	Bonheur Perdu—Gillett (Curwen)
14. We saw the piece*	Nice light	Cinderella Bridal Procession—Dicker (Hawkes)
15. It wasn't a*	Light jazzy	Saw Mill River Road—Tierney (Francis Day)
16. Tom back in office	Nice light	Wilhelmina Gavotte—Neumann (De Wolfe)
17. Men preparing for blast	Hurry	Angosciosamente pp. and ff. with action—Marie (Ricordi)
18. Getting money*	Nice light	Die Liebesbotschaft—Siede (Liber)
19. Two old men seen	Nice light	Wenn die Englein Tanzen—Krome (Liber)
20. Lawyer Bleech at desk	Light mysterious march	March Mignon—Poldini (Bosworth)
21. Wonders of wonders*	Nice light	Butterflies—Johnson (Francis Day)
22. Old men seen*	Old men theme	
23. Girl and Lawyer Bleech seen	Repeat March Mignon	March Mignon—Poldini (Bosworth)
24. Flash back to Tom	Nice light	Ballet Music Faust No. 4—Gounod (De Wolfe)
25. On Wednesday*	Love theme	
26. Old man stops Tom	Old men theme	
27. Tom looking at calendar	Love Theme	
28. Flash back to mine scene	Dram. overt. exciting	Fingal's Cave—Mendelssohn (Hawkes)
29. Tom and Lawyer Bleech	Dram. number tense	A.B.C. set No. 20 A1—Luz (Lafleur)
30. You've been great*	Love theme	
31. Tom in office	Nice light	La Belle Pierette—Foulds (Hawkes)
32. Laywer Bleech 'phoning	Valse lente serious	Resignation—Hentschel (Liber)
33. My congratulations*	Nice light running	Babillage—Gillet (Ricordi)
34. If you had*	Nice rom.	Secret longing—Aletter (Williams)
35. Tom at hotel desk	Love theme	
36. Two old men eating*	Old men theme	
37. And so ended*	Nice rom. serious	Un Reve D'Amour—Thomas (Williams)
38. Bon Voyage*	Light exciting	Western Rodio—Minot (Lafleur)
39. Lost again*	Nice rom.	Poem D'Amour—Harris (Williams)
40. No one but the*	Nice light running	Couer Joyeux—Gillet (Ricordi)
41. Marriage ceremony	Obvious	Wedding March—Mendelssohn (Hawkes)
42. In the midst*	Love theme	
*Denotes Sub-Title.		
		TILL END.



AUG. 23, 1934

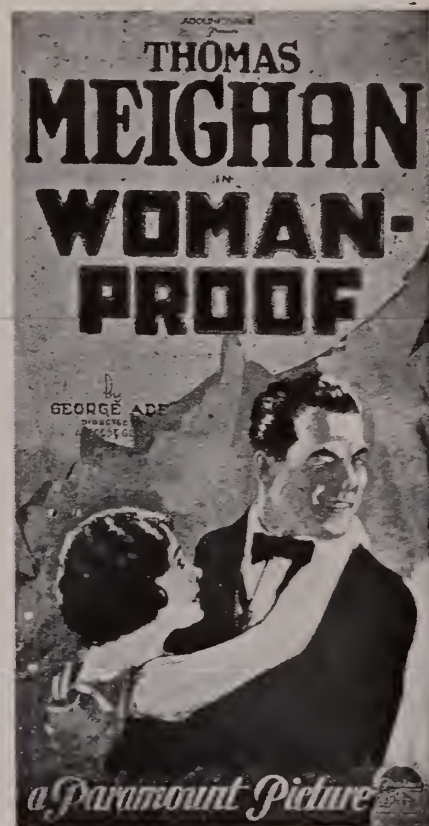
Paramount
Service
PAGE 15



6 SHEET.



12 SHEET.



6 SHEET.

POSTERS THE ONE AD. THAT GETS EVERYBODY!



48 SHEET



A "COVERED WAGON" STREET PARADE.

This is the way Mr. Maxted of the Electric Theatre, Burton-on Trent, exploited the fact that "The Covered Wagon" was coming to his theatre, at a Carnival held on Bank Holiday.



We shall be pleased to help you to obtain the "Covered Wagon" top and also to get the costumes.



AUG. 23, 1924

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PARAMOUNT PRODUCTIONS

FOR THE

RELEASING YEAR, SEPT., 1924-25

PROVINCIAL RELEASE DATES TWO WEEKS LATER THAN BELOW.

Advertising
Suggestions
in
Issue dated
1924See Special
Booklet

1924

SEPT. 1.—“THE COVERED WAGON.” A JAMES CRUZE PRODUCTION. From the popular novel by Emerson Hough. Cast includes LOIS WILSON, J. WARREN KERRIGAN, Ernest Torrence, Alan (U)* Hate, Charles Ogle, Ethel Wales, Tully Marshall, Guy Oliver, John Fox. A Paramount Production Length, ft. 9,200

Feet

SEP. 1.—“CALL OF THE CANYON.” By ZANE GREY. Cast includes RICHARD DIX, LOIS WILSON, MARJORIE DAW, Noah Beery, Ricardo (U) Cortez, Fred Huntley. Directed by Victor Fleming. A Paramount Picture. Length 6,890

Aug 2

SEP. 8.—“BLUEBEARD'S EIGHTH WIFE.” A Sam Wood Production. Cast includes GLORIA SWANSON, Huntley Gordon, Robert Agnew, Irene Dalton. From Charlton Andrews' Adaptation of Alfred Savoir's phenomenal West End Success. A Paramount Picture Length 5,922

,, 2

SEP. 15.—“LAWFUL LARCENY.” An Allan Dwan Production. Cast includes Hope Hampton, Nita Naldi, Lew Cody, Conrad Nagel. Adapted by John Lynch (A) from the West End Success by Samuel Shipman. A Paramount Picture Length, 5,400

,, 9

SEP. 18.—“HIS CHILDREN'S CHILDREN.” A Sam Wood Production. Cast includes BEBE DANIELS, DOROTHY MACKAILL, James Rennie, George Fawcett. From the novel by Arthur Train. A Paramount Picture Length 8,217

,, 16

SEP. 22.—“WOMAN PROOF.” By George Ade. Cast includes THOMAS MEIGHAN, Lila Lee, John Sainpolis, Louise Dresser. Directed by Alfred E. Green. A Paramount Picture Length, 7,600

,, 23

SEP. 29.—“RUGGLES OF RED GAP.” A JAMES CRUZE PRODUCTION. Cast includes Edward Horton, Ernest Torrence, Lois Wilson, Fritzi Ridgway, Charles Ogle, Louise Dresser. From the play and novel by Harry Leon Wilson. (U) A Paramount Picture Length, 7,436

OCT. 6.—“TO THE LADIES.” A JAMES CRUZE PRODUCTION. Cast includes Edward Horton, Theodore Roberts, Helen Jerome Eddy, Louise Dresser. From the play by George S. Kaufman and Marc Connelly. A Paramount Picture (U) Length, 6,321

OCT. 13.—“THE SPANISH DANCER.” A Herbert Brenon Production. Cast includes POLA NEGRI, Antonio Moreno, Wallace Beery, Kathlyn Williams, Robert Agnew, Gareth Hughes, Adolphe Menjou. From the play, “Don Cæsar de Bazan,” (U) by Adolphe D'Ennery and P. S. P. Dumanoir. A Paramount Picture ... Length, 8,291

OCT. 20.—“STEPHEN STEPS OUT.” Cast includes DOUGLAS FAIRBANKS, JR., Theodore Roberts, Noah Beery, Harry Myers, Frank Currier. From the story, “The Grand Cross of the Crescent,” by Richard Harding Davis. (U) Directed by Joseph Henabery. A Paramount Picture Length, 5,799

OCT. 23.—“WILD BILL HICKOK.” A William S. Hart Production. Cast includes WILLIAM S. HART, Ethel Grey Terry, Kathleen O'Connor, James Farley. By William S. Hart. Directed by Clifford Smith. A Paramount Picture. 7,002

OCT. 27.—“ZAZA.” AN ALLAN DWAN PRODUCTION. Cast includes GLORIA SWANSON, H. B. Warner, Ferdinand Gottschalk, Lucille La Verne, Mary Thurman. From the West End Success by Pierre Berton and Charles Simon (A) A Paramount Picture Length, 6,871



1924-25 RELEASES (CONTINUED FROM PAGE SEVENTEEN)

Foot

Advertising
Suggestions
in
Issue dated

- NOV. 3.—“**ICEBOUND.**”—A WILLIAM DE MILLE PRODUCTION. Cast includes RICHARD DIX, LOIS WILSON, Edna May Oliver, Vera Reynolds. (A)
From the play by Owen Davis. A Paramount Picture Length, 6,555
- NOV. 10.—“**THE HERITAGE OF THE DESERT.**”—By Zane Grey. An Irvin Willat Production. Cast includes BEBE DANIELS, ERNEST TORRENCE, Noah Beery, Lloyd Hughes. A Paramount Picture Length, 5,800
- NOV. 17.—“**DON'T CALL IT LOVE.**”—A WILLIAM DE MILLE PRODUCTION. Cast includes Agnes Ayres, Jack Holt, Nita Naldi, Theodore Kosloff, Rod La Rocque. From the novel, “Rita Coventry,” by Julian Street, and play (A)
by Hubert Osborne. A Paramount Picture Length, 6,453
- NOV. 20.—“**WEST OF THE WATER TOWER.**”—Cast includes GLENN HUNTER, Ernest Torrence, May McAvoy, George Fawcett, Zasu Pitts. From the novel by Homer Croy. Directed by Rollin Sturgeon. A Paramount Picture (A)
Length, 7,250
- NOV. 24.—“**BIG BROTHER.**”—An Allan Dwan Production. By Rex Beach. Cast includes Tom Moore, Raymond Hatten, Edith Roberts, Mickey Bennett. A Paramount Picture Length, 6,885
- DEC. 1.—“**THE RUSTLE OF SILK.**”—A Herbert Brenon Production. Cast includes BETTY COMPSON, CONWAY TEARLE, Cyril Chadwick, Anna Q. Nilsson. By COSMO HAMILTON. A Paramount Picture Length, 6,011
- DEC. 8.—“**A SOCIETY SCANDAL.**”—An Allan Dwan Production. Cast includes GLORIA SWANSON, Rod La Rocque, Ricardo Cortez, Allan Simpson. From the West End Success, “The Laughing Lady,” by Alfred Sutro. A Paramount Picture Length, 6,413
- DEC. 15.—“**PIED PIPER MALONE.**”—Cast includes THOMAS MEIGHAN, Lois Wilson, Emma Dunn, George Fawcett. By Booth Tarkington. Directed by Alfred E. Green. A Paramount Picture Length, 7,346
- DEC. 18.—“**THE CALL OF THE NORTH.**”—Cast includes JACK HOLT, Madge Bellamy, Noah Beery, Francis McDonald. From the story by Stewart Edward White and the play by George Broadhurst. Directed by Joseph Henabery. A Paramount Picture Length, ..
- DEC. 22.—“**THE STRANGER.**”—A Joseph Henabery Production. Cast includes Betty Compson, Richard Dix, Lewis Stone, Tully Marshall. A free adaptation from the story, “The First and the Last.” A Paramount Picture Length, 6,200
- DEC. 29.—“**THE NEXT CORNER.**”—A Sam Wood Production. Cast includes Conway Tearle, Lon Chaney, Dorothy Mackaill, Ricardo Cortez, Louise Dresser. From the novel and play by Kate Jordan. A Paramount Picture.Length

PARAMOUNT PRODUCTIONS

FOR THE

RELEASING YEAR SEP., 1923-24

PROVINCIAL RELEASE DATES TWO WEEKS LATER THAN BELOW.



1924

- FEB. 25.—“**THE BONDED WOMAN.**”—Cast includes BETTY COMPSON, John Bowers, Richard Dix, J. Ferrell MacDonald, Ethel Wales. From the story, “The Salving of John Somers,” by John Fleming Wilson. Directed by Philip Rosen. A Paramount Picture Length, 5,900

1924

Jan. 19



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1923-24 RELEASES (CONTINUED FROM PAGE EIGHTEEN)

1924		Feet	Advertising Suggestions in Issue dated 1924
MAR. 3.	—"THE SIREN CALL." An Irvin Willat Production. Cast includes DOROTHY DALTON, David Powell, Mitchell Lewis, Edward J. Brady. By J. E. (A) Nash. A Paramount Picture Length, 5,438		Feb. 2
MAR. 10.	—"GRUMPY." A William De Mille Production. Cast includes Theodore Roberts, May McAvoy, Conrad Nagel, Casson Ferguson. From the West End success by (U) Horace Hodges and T. Wigney Percyval. A Paramount Picture Length 6,591		" 2
MAR. 17.	—"GLIMPSES OF THE MOON." An Allan Dwan Production. Cast includes BEBE DANIELS, NITA NALDI, David Powell, Maurice Costello, Rubye (A) de Remer. Adapted by Lloyd Sheldon from the novel by Edith Wharton. A Paramount Picture Length, 6,488		" 9
MAR. 24.	—"THE IMPOSSIBLE MRS. BELLEW." A Sam Wood Production. Cast includes GLORIA SWANSON, Robert Cain, Conrad Nagel, Gertrude Astor. From (A) the novel by David Lisle. A Paramount Picture Length, 7,069		" 23
MAR. 27.	—"THE GHOST BREAKER." Cast includes WALLACE REID, Lila Lee, Walter Hiers, Arthur Carewe. From the play by Paul Dickey and Charles Goddard. (U) Directed by Alfred Green. A Paramount Picture Length, 5,100		" 23
MAR. 31.	—"EBB TIDE." A George Melford Production. Cast includes Lila Lee, James Kirkwood, Raymond Hatton, George Fawcett, Noah Beery, and Jacqueline Logan. (A) From the novel by Robert Louis Stevenson and Lloyd Osborne. A Paramount Picture. Length, 7,273		Mar. 1
APL. 7.	—"THE CHEAT." A GEORGE FITZMAURICE PRODUCTION. Cast includes POLA NEGRI, Jack Holt, Charles de Roche, Dorothy Cumming. (A) From the story by Hector Turnbull. A Paramount Picture..... Length, 7,418		" 8
APL. 7.	—"THE WHITE FLOWER." Cast includes BETTY COMPSON, Edmund Lowe, Edward Martindel, Arline Pretty. Written and directed by Julia Crawford (U) Ivers. A Paramount Picture..... Length, 5,722		" 15
APL. 14.	—"THE LAW OF THE LAWLESS." Cast includes DOROTHY DALTON, Theodore Kosloff, Charles de Roche, Tully Marshall. From the story (U) by Konrad Bercovici. Directed by Victor Fleming. A Paramount Picture. Length, 6,404		" 15
APL. 21.	—"HOMEWARD BOUND." Cast includes THOMAS MEIGHAN, Lila Lee, Charles Abbe, William T. Carleton. Based on "The Light to Leeward," by (U) Peter B. Kyne. Directed by Ralph Ince. A Paramount Picture. Length, 6,613		" 22
APL. 24.	—"A DAUGHTER OF LUXURY." Cast includes AGNES AYRES, Tom Gallery, Edward Martindel, Clarence Burton. Adapted by Beulah Marie Dix from (U) the play "The Impostor," by Leonard Merrick and Michael Morton. Directed by Paul Powell. A Paramount Picture..... Length, 4,399		" 29
APL. 28.	—"THE PRIDE OF PALOMAR." A Cosmopolitan Production. Cast includes Marjorie Daw, Forrest Stanley, Joseph Dowling, Warner Oland. By Peter (U) B. Kyne. Directed by Frank Borzage A Paramount Picture. Length, 7,607		" 29
MAY 5.	—"PRODIGAL DAUGHTERS." A Sam Wood Production. Cast includes GLORIA SWANSON, Ralph Graves, Vera Reynolds, Theodore Roberts. From (U) the novel by Joseph Hocking. A Paramount Picture Length, 6,172		Apr. 5
MAY 5.	—"MR. BILLINGS PUTS THINGS RIGHT." Cast includes WALTER HIERS, JACQUELINE LOGAN, George Fawcett, Robert McKim. From the story by Dana Burnet. Directed by Wesley Ruggles. A (U) Paramount Picture Length, 5,400		" 12
MAY 12.	—"TO THE LAST MAN." By ZANE GREY. Cast includes LOIS WILSON, RICHARD DIX, Noah Beery, Robert Edeson. Directed by Victor Fleming. (A) A Paramount Picture Length, 7,082		" 12
MAY 19.	—"THE PURPLE HIGHWAY." Cast includes MADGE KENNEDY, Monte Blue, Vincent Coleman, Pedro de Cordoba. From the play "Dear Me," by (U) Luther Reed and Hale Hamilton. Directed by Henry Kolker. A Paramount Picture Length, 6,462		" 19



1923-24 RELEASES (CONTINUED FROM PAGE NINETEEN)

	Feet	Advertising Suggestions in Issue dated 1924
MAY 22. —"THIRTY DAYS." Cast includes WALLACE REID, Wanda Hawley, Charles Ogle, Carmen Phillips. Adapted by Walter Woods from the play by A. E. Thomas and Clayton Hamilton. Directed by James Cruze. A Paramount Picture	(U) Length, 4,797	April 19
MAY 26. —"HOLLYWOOD." A JAMES CRUZE PRODUCTION. WITH FIFTY STARS. BY FRANK CONDON. A Paramount Picture. Length, 7,252	(U) Length, 7,252	See Special Booklet.
MAY 26. —"THE GO-GETTER." Cast includes T. Roy Barnes, Seena Owen, William Norris, Tom Lewis, Louis Wolheim. By Peter B. Kyne. Directed by E. H. Griffith. A Cosmopolitan Production. A Paramount Picture	(U) Length, 7,750	April 26
JUNE 2. —"MAKING A MAN." Cast includes JACK HOLT, Eva Novak, J. P. Lockney, Bert Woodruff. Adapted by Albert Shelby LeVino from a story by Peter B. Kyne. Directed by Joseph Henabery. A Paramount Picture	(U) Length, 5,448	" 26
JUNE 2. —"THE HIGHER LAW." Cast includes Colleen Moore, James Morrison, Eddie Phillips. By Fannie Hurst. Directed by Frank Borzage. A Cosmopolitan Production. A Paramount Picture	(U) Approx. Length, 7,300	May 3
JUNE 9. —"THE NE'ER DO WELL." Cast includes THOMAS MEIGHAN, Lila Lee, Gertrude Astor, John Milten. By Rex Beach. Directed by Alfred Green. A Paramount Picture	(U) Length, 7,615	" 10
JUNE 16. —"THE WOMAN WITH FOUR FACES." A HERBERT BRENON PRODUCTION. Cast includes BETTY COMPSON, RICHARD DIX, George Fawcett, Joseph Kilgour. From the story by Bayard Veiller. A Paramount Picture	(A) Length, 5,535	" 17
JUNE 23. —"THE HEART RAIDER." Cast includes AGNES AYRES, Mahlon Hamilton, Charles Ruggles, Frazer Coulter. From a story by Harry Durant and Julie Herne. Directed by Wesley Ruggles. A Paramount Picture	(U) Length, 4,999	" 17
JUNE 26. —"SIXTY CENTS AN HOUR." Cast includes WALTER HIERS, JACQUELINE LOGAN, Ricardo Cortez, Charles Ogle. By Frank Condon. Directed by Joseph Henabery. A Paramount Picture	(U) Length, 5,383	" 24
JUNE 30. —"FOG BOUND." An Irvin Willat Production. Cast includes DOROTHY DALTON, David Powell, Martha Mansfield, Maurice Costello. By Jack Bechdolt. A Paramount Picture	(U) Length, 5,659	" 31
JUNE 30. —"THE BEAUTY SHOP." Created by Cosmopolitan Productions. Cast includes RAYMOND HITCHCOCK, Montagu Love, Louise Fazenda, Diana Allen. By Channing Pollock and Rennold Wolf. Directed by Edward Dillon. A Paramount Picture	(U) Approx. Length, 6,750	" 31
JULY 7. —"THE SHULAMITE." Cast includes GLORIA SWANSON, Mahlon Hamilton, Russell Simpson, Lillian Leighton. Adapted from the novel by Alice and Claude Askew, and the play by Claude Askew and Edward Knoblock. Directed by Sam Wood. A Paramount Picture	(A) Length, 5,695	June 7
JULY 14. —"YOU CAN'T FOOL YOUR WIFE." A GEORGE MELFORD PRODUCTION. Cast includes Leatrice Joy, Nita Naldi, Lewis Stone, Pauline Geron. By Waldemar Young. A Paramount Picture	(A) Length, 5,627	" 14
JULY 21. —"THE TIGER'S CLAW." Cast includes JACK HOLT, Eva Novak, Bertram Grassby, Aileen Pringle. By Jack Cunningham. Directed by Joseph Henabery. A Paramount Picture	(U) Length, 5,212	" 21
JULY 24. —"THE SILENT PARTNER." A Charles Maigne Production. Cast includes Leatrice Joy, Owen Moore, Robert Edeson. Adapted by Sada Cowan from Maximilian Foster's Saturday Evening Post serial. A Paramount Picture	(U) Length, 5,961	" 28
JULY 28. —"THE EXCITERS." Cast includes BEBE DANIELS, ANTONIO MORENO, Diana Allen, Cyril Ring. By Martin Brown. Directed by Maurice Campbell. A Paramount Picture	(U) Length, 5,982	" 28

1924

1923-24 RELEASES (CONTINUED FROM PAGE TWENTY)

Feet

Advertising
Suggestions
in
Issue dated
1924
July 5

- JULY 28.**—"ONE GLORIOUS DAY." Cast includes WILL ROGERS, LILA LEE, Alan Hale, John Fox. By Walter Woods and A. B. Baringer. Directed (U) by James Cruze. A Paramount Picture Approx. Length, 5,130
- AUG. 4.**—"CHILDREN OF JAZZ." Cast includes Theodore Kosloff, Ricardo Cortez, Robert Cain, Eileen Percy. From the play "Other Times," by (U) Harold Brighouse. Directed by Jerome Storm. A Paramount Picture.....Length : 5,936 , 12
- AUG. 11.**—"ONLY 38." A WILLIAM DE MILLE PRODUCTION. Cast includes May McAvoy, Lois Wilson, Elliott Dexter, George Fawcett. From the play by A. E. Thomas. Suggested by a story by Walter Prichard Eaton. A Paramount Picture Length : 6,224 ,, 12
- AUG. 11.**—"CLARENCE." A WILLIAM DE MILLE PRODUCTION. Cast includes WALLACE REID, Agnes Ayres, May McAvoy, Kathlyn Williams. From (U) the play by Booth Tarkington. A Paramount Picture Approx. Length, 6,050 ,, 19
- AUG. 18.**—"THE LAW OF THE SIERRAS." A GEORGE MELFORD PRODUCTION. Cast includes JACQUELINE LOGAN, George Fawcett, Maurice Flynn, William B. Davidson. From the story by Bret Harte and the play by Paul (U) Armstrong. A Paramount Picture Length : 6,258 ,, 19
- AUG. 25.**—"A GENTLEMAN OF LEISURE." Cast includes JACK HOLT, Casson Ferguson, Sigrid Holmquist, Alec Francis. From the play by John Stapleton and P. G. Wodehouse. Directed by Joseph Henabery. A Paramount Picture. (U) Length : 5,184 ,, 26
- AUG. 28.**—"ADAM AND EVA." A Cosmopolitan Production. Cast includes MARION DAVIES, T. Roy Barnes, Tom Lewis, Wm. Norris. By Guy Bolton and George (U) Middleton. Directed by Robert G. Vignola. A Paramount Picture Length : 7,100 ,, 26

PARAMOUNT REVIVALS.

- FEB. 25.**—"THE SHEIK." A GEORGE MELFORD PRODUCTION. Cast includes AGNES AYRES, RODOLPH VALENTINO, Adolpe Menjou, Walter Long. Based on the world-famous novel by E. M. Hull. A Paramount Picture. Length, 6,100 Jan. 26
- MAR. 24.**—"BLOOD AND SAND." Cast includes RODOLPH VALENTINO, Lila Lee, Nita Naldi, Walter Long. From the famous novel by Vicente Blasco Ibanez. A Fred Niblo Production. A Paramount Picture Length, 8,197 See Special Booklet

Paramount SERVICE

CONDUCTED BY

FREDERICK MARTIN

IN THE INTERESTS OF THE PRESENT
AND PROSPECTIVE EXHIBITORS OF
THE PRODUCTIONS EXPLOITED
BYFAMOUS-LASKY FILM
SERVICE, LIMITED,HEAD OFFICE:
166-170, WARDOUR ST.,
W.L.

PHONES:

GENERAL OFFICES - REGENT 0886 (7 LINES)

ACCOUNTS DEPARTMENT - GERRARD 5069.

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24 NEW BRIGGATE.

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DUBLIN

PARAMOUNT HOUSE,

11, GT. BRUNSWICK ST.

(INCORPORATED IN ENGLAND)

PHONE: DUBLIN 2633.

GRAMS: "FAMILASERV, DUBLIN."

CARDIFF

16-18, PRIORY STREET.

PHONE: NO. 75.

GRAMS: "FAMILASERV, CARDIFF."

GLASGOW

164, BUCHANAN STREET.

PHONE: DOUGLAS 2879.

GRAMS: "FAMILASERV, GLASGOW."

LIVERPOOL

124 DALE STREET.

PHONE: CENTRAL 2030.

GRAMS: "FAMILASERV, LIVERPOOL."

BIRMINGHAM

12, JOHN BRIGHT STREET.

PHONE: MIDLAND 227.

GRAMS: "FAMILASERV, BIRMINGHAM."

MANCHESTER

26-28, FENNEL STREET.

PHONE: CITY 4893 & 4894.

GRAMS: "FAMILASERV, MANCHESTER."

NEWCASTLE

PARAMOUNT HOUSE,
BATH LANE.

PHONE: CENTRAL 1564.

GRAMS: "FAMILASERV,
NEWCASTLE-ON-TYNE."



Sam Wood, Paramount director, knowing everything, knows how to play Mah Jongg, and is here explaining the intricacies of the game to Gloria Swanson, star, and Huntley Gordon, leading man in the Paramount picture, "Bluebeard's Eighth Wife."



Julia Faye, Paramount artiste, is called into conference by Betty Compson and Director Herbert Brenon on a mooted point in connection with "The Rustle of Silk," a Herbert Brenon Paramount production, featuring Betty Compson and Conway Tearle.



Location scene for the Paramount picture, "The Spanish Dancer." This is one of the largest sets ever built for a motion picture. Dressing tents and camera stands in the foreground.

Scanned from the collection of
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